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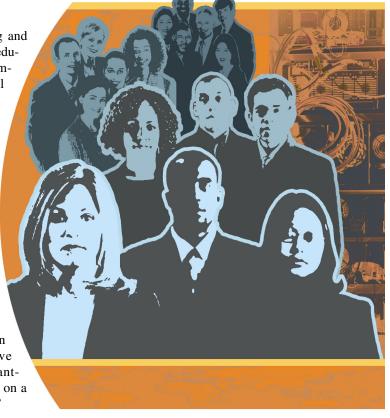
The State Of IT Associations

Professional Groups Adapt To Shifting Climates

by Christian Perry
• • •

WHEN IT COMES TO networking and easy access to information and education, it's tough to beat a membership to an IT professional association. But despite the plethora of benefits afforded by association memberships, these groups constantly reassess their efforts to battle declining membership in the face of belt-tightening and lack of time across the industry.

"Associations have been forced to evolve to fulfill the professional needs of members who are facing increasing pressure, greater job breadth, and less free time than ever before," says Brian Reithel, president of AITP (Association of IT Professionals). "We have changed to provide more instant-access services that are available on a 24/7 basis through our Web site."

Today more than ever, time is a luxury for IT professionals, as work hours increase to accommodate the seemingly endless expansion of job responsibilities. This presents a unique challenge for IT associations looking to drive home the value of membership to nonmembers and keep current members satisfied.

Whereas associations of ages past thrived almost exclusively on face-to-face contact, today's associations harness the Web's power to create information and networking hubs that members can access at any time. For many associations, this environment delivers opportunities for growth that members have never before experienced.

"We have adapted our training offerings and even our methods of delivery as technology and the industry have changed," says Dave Cullinane, president of ISSA (Information Systems Security Association). "We are looking to expand the capabilities of our Web site to

Corporate Blogging Policy Primer

Protect Corporate Information While Preserving Personal Opinions & Creativity

by Will Kelly
• • •

WEBLOGS, better known as blogs, have taken off in the past year and are becoming an important online communications channel for a growing number of Internet users. These online journals have diversified from their roots as a frequently updated personal Web site into online periodicals and even

marketing communications tools.

However, with their diverse personal and professional topical focuses, blogs rival happy hour at the local bar as a venue of choice for complaining about work. The past two years have

seen high profile firings of contract and full-time employees from Google, Microsoft, Delta Airlines, and other industry leaders after the content of their blog postings leaked privileged corporate information and dirty laundry.

In order to avoid such problems, you need to draft a corporate blog policy for employees who maintain blogs on and off the time clock. The policy will serve as an addition to your existing corporate policies

> **You need to draft a corporate blog policy for employees who maintain blogs on and off the time clock.**

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Time is a luxury for IT professionals. This presents a unique challenge for IT associations looking to drive home the value of membership to nonmembers and keep current members satisfied.

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■ **AirDefense** announced Bluewatch, a commercial-grade Bluetooth monitoring solution available on PDAs. ■ **Allume Systems** announced the icSpyware & Anti-Phishing suite to protect against spyware, phishing, and spam. ■ **American Megatrends** unveiled additions to its MegaRAC line of server management products. ■ **AT&T** announced it will be offering its services to monitor and administer important business applications, such as e-commerce, e-business, and enterprise application infrastructure. ■ **Dell** is offering its new Data Center Environment Assessment service. ■ **Microsoft** released the Fleet Edition 2004 of its MapPoint software. ■ **Symantec** Hosted Mail Security operates at the mail-host level, protecting both incoming and outgoing mail.

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Hurd Named CEO Of HP

MARK HURD, FORMER CHIEF EXECUTIVE at NCR, was named president and chief executive of HP. He replaces Carly Fiorina, who was fired less than two months ago after six years as CEO. Hurd spent two years as CEO of NCR, in which time NCR's stock prices rose threefold. HP Chairman Patricia Dunn says HP does not intend to sell off major pieces of its business or undo its merger with Compaq. But in meetings with the media, Hurd and Dunn say there is nothing that requires Hurd to keep the company's portfolio intact, opening up the possibility of a spin-off of HP's printer business. Hurd and HP face many challenges, including increasing competition from IBM and Dell.

Microsoft, EU Work on Settlement

MICROSOFT HAS AGREED TO ADOPT all of the major changes the EU has demanded after the company violated European antitrust laws. As part of the settlement, Microsoft has agreed to delete references to Media Player from Windows product documentation and to create a package that replaces the programs and settings that were removed from the version without Media Player. The company has also agreed to a new name for this Media Player-less version: Windows XP Home (or Professional) Edition N.

Comdex 2005 Cancelled

CITING A LACK OF INTEREST from exhibitors, MediaLive International, organizers of the Comdex trade show, says it will not produce a 2005 event in Las Vegas but hopes to have an event in 2006. MediaLive says IT buyers have offered enthusiasm and loyalty to the Comdex brand. In a survey conducted by the company, 70% of respondents agreed that Comdex is the most efficient way to see products in one place and meet with a variety of vendors. Comdex has 2005 events planned for Paris in October and Greece in November.

MCI Accepts Verizon's Newest Bid

THE MCI BOARD OF DIRECTORS accepted a new $7.6 billion acquisition offer from Verizon, bringing MCI a step closer to resolving the bidding war between Verizon and Qwest. In February, MCI accepted Verizon's original offer of $6.7 billion but then agreed to reopen talks with Qwest to reconsider its $8.45 billion bid. Analysts consider Verizon to be the financially stronger company and predict it will prevail. Qwest responded by raising its bid to $8.9 billion, setting the stage for a potential proxy fight.

IBM Boosts Sales Team Approach

IBM WILL INCREASE its software sales force, currently numbering around 13,000, by 500 new hires this year. Each new employee will be matched up with a software consultant from IBM's Business Consulting Services division who has specific industry knowledge. IBM says this approach will help the company cater its products and services to better help clients solve their problems. This boost furthers IBM's plan last year to restructure its sales force, training them not only in the technical aspects of IBM products but also in the specifics of certain industries.

Telecoms & Networking Vendors Team Up Against Hackers

A GROUP OF 18 NETWORKING vendors and telecom companies announced they will form a coalition to coordinate defense efforts during hacker attacks. In the event of an attack, the Fingerprint Sharing Alliance will let member groups share attack profiles through an automated process. Members of the alliance hope the process will cut down on the time needed to stop an attack. Arbor Networks, a maker of network threat-detection tools, will provide the technology for the effort. Other member organizations include Cisco, EarthLink, MCI, British Telecommunications, and NTT Communications.

Private Firms Invest In Lenovo

THREE U.S.-BASED firms have agreed to purchase a combined 12.4% stake in IBM-Lenovo. Texas Pacific Group, General Atlantic, and Newbridge Capital will invest $350 million. IBM, which will have a 13.4% stake in the company after the deal is finalized, will be the combined company's second-largest shareholder, behind Lenovo Holdings.

Intermec Files Counterclaim To Symbol's Patent Lawsuit

INTERMEC HAS FILED CLAIMS against Symbol, accusing the company of infringement of several Intermec patents. The complaint is a counterclaim to a lawsuit filed by Symbol earlier this month, which accuses Intermec of infringing on Symbol patents in the Wi-Fi field. Symbol also backed out of an agreement in which it provided laser scanning systems for Intermec's bar code scanning equipment. Analysts say these lawsuits may eventually determine who will get in on royalties associated with the RFID technology.

Phishing Attacks Up Slightly In February

THE ANTI-PHISHING WORKING Group reported a slight increase in phishing attacks for February. The number of separate phishing emails rose 2% over January's total to 13,141. Similarly, the number of Web sites from which attacks originated rose 1.8% to 2,625, according to the group. The United States leads the list of countries hosting such sites, followed by China. The financial services sector was hardest hit by phishing in February, bearing 78% of the attacks.

Oracle Buys Oblix

IN AN EFFORT TO BOOST its identity management lineup, Oracle purchased Oblix, a Cupertino, Calif.,-based developer of identity and Web services management products. Oracle plans to integrate some features of Oblix's products into its own programs, while still selling Oblix's CoreID (for centralized identity management), ShareID (for federated identity management), and CoreSV (for Web services management) as standalone software.

WATCH THE STOCKS

This information provides a quick glimpse of current and historical stock prices and trends for 15 major companies in the technology market.

Company	Symbol	Year Ago	March 23 $	March 30 $	% change from previous week
Avaya	AV	n/a	$12.20	$11.58	▼ 5.08%
BEA Systems	BEAS	n/a	$7.97	$7.92	▼ 0.63%
Computer Associates	CA	$28.35	$27.24	$27.18	▼ 0.22%
Cisco Systems	CSCO	$24.43	$17.74	$18.03	▲ 1.63%
Dell	DELL	$34.66	$38.43	$38.55	▲ 0.31%
Electronic Data Systems	EDS	$20.03	$20.27	$20.78	▲ 2.52%
Google	GOOG	n/a	$178.98	$180.45	▲ 0.82%
HP	HPQ	$23.08	$19.76	$22	▲ 11.34%
IBM	IBM	$94.20	$90.52	$90.68	▲ 0.18%
Intel	INTC	$28.12	$23.39	$23.49	▲ 0.43%
McAfee	MFE	n/a	$22.78	$22.51	▼ 1.19%
Microsoft	MSFT	$25.85	$24.18	$24.14	▼ 0.17%
Oracle	ORCL	$12.58	$12.49	$12.48	▼ 0.08%
Red Hat Software	RHAT	n/a	$10.55	$11.08	▲ 5.02%
Sun Microsystems	SUNW	$5.06	$4.08	$4.09	▲ 0.25%

NOTE: This information is meant for reference only and should not be used as a basis for buy/sell decisions.

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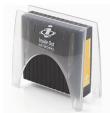
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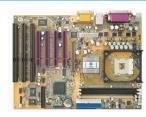
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Under The AITP Umbrella

This National Group Serves Everyone In IT, No Matter What They Do

by Ericka Chickowski

• • •

THE DINOSAURS OF IT may remember the Association of IT Professionals by a different name. This oldest of technical professional groups was formed as the Machine Accountants Association in 1951, long before anyone had even coined the term "information technology." In 1962, the group decided on the more progressive Data Processing Management Association moniker, by which it was known for 30 years.

In the 1990s, the group traded acronyms again to reflect the changing industry, but its mission has largely remained the same: To serve professionals in the information technology field with education and networking opportunities.

A Group For Everyone

In a fragmented industry where the majority of workers toil in narrow specialties, AITP eschews the cliquish mentality of most IT professional groups. Rather than catering to a single IT niche, AITP serves everyone in the industry. Members range from entry-level programmers to IT marketers to CIOs.

"It really creates an environment that promotes a lot of career advancement and personal development opportunities, ones that aren't always available when you are surrounded by people who do exactly what you do," says Brian Reithel, president of AITP's volunteer board of directors. "Personally, I have benefited tremendously from the variety of roles and technical niches represented."

Though many IT professionals look to join groups geared toward their technical field, Reithel says they should consider joining a generalized group like AITP, as well.

"I'm a member of several organizations, and I derive different benefits from each," he says. "I think a person ought to belong to a minimum of two organizations. The first should be a general IT organization that provides breadth—something that AITP provides nicely. Then join another group that aligns more closely to [your] specialty."

The reason for this is that in this day and age, workers are required to change specialties in order to keep working. One year you might be a member of a programmer's group, the next a member of a data-center management group.

"AITP is something that someone can belong to during their entire career," Reithel says. "Through our activities, people become effective in their work no matter what they do in IT."

Chapter-Based

With 8,000 members across the country, AITP serves its membership base through a chapter-based organizational structure. There are 120 chapters that cater to specific regions.

"I would say that about 90% of all local chapters are self-driving," says Deborah Lovell, president of the Dallas chapter. "We think that our local attendees look to us for local involvement and networking."

Organizational bylaws require that chapters produce at least 10 programs a year. The Dallas chapter holds 12, which range from special CIO spotlights to educational programs.

Lovell says that chapter leaders like her are always learning how to listen to what their members need from the programming.

"When we only had the geeks come to talk about technical topics, we found that it bored 'em to tears and attendance lagged," she says. "It is because our members live and breathe that stuff all day long; they need to learn something to expand their skills."

After polling members, her chapter found that 80% were most interested in the oft-forgotten soft skills: things such as leadership management, professional development, and business etiquette. These types of skills are the ones any IT professional can use, she says.

Supporting Students

In addition to professional chapters, AITP also has a healthy contingent of student chapters across the country.

"Our pro chapters support the student chapters," Reithel says. "This is because we like to stay vital and in touch with the evolution of IT. We do this through interaction between professional and student members, because no one is more in touch with the cutting edge than the students who are just learning about the latest technology."

In addition to the commitment to support student chapters, AITP also holds a national collegiate conference each year.

And this is just one element of AITP's commitment to education in information technology. The organization also funds the Foundation for Information Technology Education, its research and development arm. The foundation was formed in 1975 to support the efforts of IT educators in the advancement of the industry.

On top of this, AITP also sponsors an Education SIG (special interest group), which offers camaraderie for IT educators. Reithel, a professor of management information systems and dean of the business school at the University of Mississippi, says the commitment to education keeps the organization and the industry strong.

"These students are the future leaders of IT," he says.

> In addition to professional chapters, AITP also has a healthy contingent of student chapters across the country.

The State Of IT Associations

become more of an information security portal and provide an online forum where members can discuss issues."

Already, the ISSA provides Web-based training sessions in an on-demand format. Cullinane explains that this allows busy security professionals to get the training they need at their desktops at a time that's convenient for them.

Reithel echoes this approach. "We are leveraging Web-based professional networking technologies like bulletin boards and expert directories in order to offer our members a full array of network development options," he says.

The Human Element

Yet even as the online presence of IT associations burgeons to meet the needs of professionals who don't have the time or money to travel, there remains an overt offline presence. Today's associations continue to offer a wealth of in-person conferences and meetings that give members access to education and business opportunities.

"There is a certain type and amount of networking that requires face-to-face contact," explains Reithel. "We have seen a resurgence of interest in the personal and professional networks that our members form through in-person meetings and gatherings."

Says Cullinane: "The interaction that takes place at chapter meetings and the opportunities that the ISSA offers to network with peers are very significant benefits to our members—and something that can't be gotten via the Web."

In addition to regional meetings, associations continue to host seminars, trade shows, and educational conferences tailored to meet the needs of members. While some of these events address major industry segments, others drill down to specific topics so members can get the most bang for their buck and their time. The fact that these events remain a staple of association life can be partially attributed to flexibility because the selection of events is often wide enough to address different needs of different members.

"If people don't have the budget to go to a conference, they do find that the end user groups are very valuable because they receive a lot of information," says Krystn Meier, membership services manager at AFCOM (Association for Computer Operations Management). "We gather key speakers for them and work with them to try to gather hot topics that they're interested in."

Moving Ahead

Association membership rates tend to ebb and flow along with the industry itself, whether an association targets general IT professionals or those with more specific interests. But most major associations constantly assess and reassess their offerings to mesh with the current financial and technological climates. Because today's technologies give us numerous outlets for education and networking, associations look to remain valuable and unique in these information-rich conditions.

For example, the ISSA has created a new level of membership called the CISO Executive Forum, which flies members into the forum location on a Thursday to network with peers. On Friday, the executives receive their requested training and information in a highly interactive environment. Boom, they're in; boom, they're out; and boom, they've got the knowledge.

Associations are increasingly offering convenient, highly targeted events like these that save members time and money, those two nagging aspects forever in short supply.

"For those associations that are in tune with the evolving professional needs of their members . . . the future looks bright," says Reithel. "For those that are stalled out in the past, they will see diminishing prospects as their members—who are hurried and harried in a variety of new ways—depart for organizations that promise professional relevance."

Winds Of Change

Although IT professional associations continue to rely heavily on face-to-face contact between their members, they're further integrating their services with the Web to save members time and money. Here's a look at some of the resources offered online today by associations.

- Event calendars and registration
- Job boards and other career tools
- Exclusive white papers, magazines, newsletters, and other publications
- Up-to-the-minute industry news
- Discussion boards and forums
- Member contact information and other networking tools
- Member surveys and polls
- Webcasts
- Materials for local chapter meetings

Corporate Blogging Policy Primer

concerning the handling of confidential information, corporate secrets, email, and Internet usage at work.

Although your company's legal counsel or outside attor-ney should be called in when drafting a corporate blog policy, consider the following tips to respect your employee's creativity and personal opinions while protecting your organization's competitive information.

Develop A Standard Blog Disclaimer & Corporate Agreement

With the line between corporate-sponsored blogs and personal blogs blurring as companies launch their own blogs to spread their marketing message online, you may decide a blog disclaimer is necessary. Such a disclaimer needs to draw separation between the employee's personal blog and its employer's online Web properties. (For example, "The views on this Web site are mine alone and not those of my employer.") Such a disclaimer works best on the index page of the personal Web site.

A standard corporate blog agreement is also integral to establishing a corporate blog policy. Such documentation dispels rumors and establishes clear baselines for the personal blog content.

Your corporate blog agreement should define what you deem confidential and competitive information to the organization. Further, the agreement should define limitations for blogging about topics that may affect corporate legal compliance with federal regulations, such as SEC mandated quiet periods before an IPO.

Blogging on corporate time should also be included in your standard corporate blog agreement. If your organization is actively encouraging personal blog development, then it will be necessary to outline the amount of work time the blogger can devote to posting on company time. Posting to nonwork-related blogs during work hours would fall under the auspices of your Internet usage policy.

Laying out a corporate blog policy is breaking new ground for most organizations, so changes in policy course will be inevitable. Therefore, setting up a line of communications between management and your bloggers on staff is important to establishing a viable corporate blog policy that neither sacrifices corporate confidential information nor hobbles author creativity.

The words "First Amendment" may come to the lips of bloggers who feel a corporate blog policy is infringing on their rights. However, in today's age of at-will employment contracts, the First Amendment won't protect their job. It's important to communicate your corporate blog policy to your employees to dispel such misconceptions.

Preach Common Sense & Respect

Respect for the company, its employees, partners, customers, and competitors are hallmarks of a professional business. Slippages of such respect, even on personal online venues, can be a slight to a working relationship.

It's easy for a blogger to think that nobody is reading her blog because she is not one of the digerati. However, because search engines such as Google hone in on hyperlinks, blog entries appear often in search results even for mainstream topics, including current events or the latest IT industry news development. These search results are where the problems occur. It's easy to go to a happy hour and kvetch about work with no corporate competitors being any the wiser. The same is not true when it comes to Google search results linking to Web content.

Channel Creativity, Not Corporate Secrets

Employees maintain personal blogs for a variety of personal reasons, and your organization can reap some benefits from this, including improved communications skills (employees are writing on their own accord) and improved Web skills (the bloggers manage their own blogs). It's important for management to recognize the potential value of blogging.

As blogs rapidly become a mainstream online communications channel, your corporate policies need to grow to encompass this new channel and secure your corporation's confidential information.

Blogging Statistics

A 2004 Pew Internet & American Life Project survey highlights the following:

3% of American adult Internet users had created a blog in 2002; by the beginning of 2004, the figure had grown to 5%; by November 2004, it had grown to 7%.

27% of the 120 million American adult Internet users read blogs on a regular basis, a 58% increase from February 2004.

12% of American adult Internet users have posted comments or other materials on blogs.

82% of blog creators are Internet veterans who have been online for six-plus years.

39% of blog creators have college or graduate degrees.

AFCOM Membership Has Its Privileges

Networking Opportunities Abound For Data Center Managers

by Tony Bradley

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RUNNING A DATA CENTER is no easy task. A wide range of factors come into play, including technology issues, legal issues, business-process issues, and more. No matter what your industry, there are challenges that only others in that same field can truly understand. Who could understand your dilemma more, or provide more valuable insight, than your compatriots who also manage data centers?

The Association For Computer Operations Management provides a variety of resources and opportunities for data center managers and operators. Jill Eckhaus, president of AFCOM, says, "AFCOM has been the leading association for data center management professionals for the past 25 years. With a rich history of excellence, we have geared all of our services toward providing education, information, and peer-to-peer networking opportunities for the data center community."

Founded in 1981 by Leonard Eckhaus, AFCOM has built a reputation for supporting the niche market of data center professionals. Some benefits of AFCOM membership include a bimonthly magazine covering current data center issues, a monthly HTML newsletter, a Web site with message boards and a comprehensive resource center, a technical-research hotline, two annual conferences, and more.

Current Members Speak Out

Lee Howdyshell at Honda of America Manufacturing inherited his AFCOM membership from his predecessor at the data center. A member for the past four years, Howdyshell encourages other data center professionals to join, as well.

"The AFCOM organization has a great deal to offer in terms of knowledge transfer opportunities at the chapter level, as well as new technology information at the national-conference level," he says. "I have personally saved my company thousands of dollars through information I have obtained through my AFCOM relationship."

The University of Akron's manager of enterprise operations, Debbie Hill, has been an AFCOM member for 10 years. She also inherited her membership from her predecessor. She agrees with Howdyshell that the local chapters are one of the key benefits. "The networking and relationships that have been built over the years have contributed to cost and time savings for my company. The sharing of experiences—why reinvent the wheel?—is priceless. I've even joined together with another company for a price discount from a vendor."

A Wealth Of Resources

DCM, the association's bimonthly magazine, features columns written by data center industry professionals, as well as in-depth features focused on data center management. While members wait for their next *DCM* magazine, they can also enjoy *The Communique*, AFCOM's monthly HTML newsletter. *The Communique* keeps AFCOM members informed of industry news and emerging technologies.

As Howdyshell and Hill point out, though, one of the primary reasons professionals join an association like AFCOM is to share ideas and experiences with other data center professionals. Instead of facing challenges alone, members can use the local chapters, online message boards, annual conferences, and more to collaborate to solve problems and create innovative new practices. According to Eckhaus, "Those members who utilize these services get exactly what they are looking for out of the association: A place to meet people who face the same issues and have to overcome the same challenges."

There are currently 18 local AFCOM chapters throughout the United States, but that number is growing. AFCOM has more than 3,000 members, all reaping the benefits that AFCOM has to offer.

AFCOM provides three membership pricing packages. Individual membership costs $235. Site membership includes up to three members from a single site for $565, and a corporate membership includes up to five members regardless of location for $846.

In any profession, there are benefits to networking with like-minded professionals who share similar challenges so that you can benefit from shared experiences. AFCOM provides the means for collaborating with other data center professionals.

Hill sums it up. "Where else can you find the wealth of information that is available? There is no other national organization available to [data center] management."

> Instead of facing challenges alone, AFCOM members can use the local chapters, online message boards, annual conferences, and more to collaborate to solve problems and create innovative new practices.

Vital Statistics

AFCOM is the premier association representing the needs of enterprise and Internet data center managers, executives, and vendors around the globe.

Members: More than 3,000

Chapters: 18

Dues: Individual membership is $235 (site and corporate memberships also available)

Web site: www.afcom.com

Phone: (714) 997-7966

Outstanding Fact: With a bimonthly magazine, monthly newsletter, and two annual conferences, AFCOM provides all the resources a data professional needs to excel.

ICCA Serves Independent IT Contractors

Networking Opportunities Give New Consultants A Boost

by David Weinstock and Curt Harler

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THE INDEPENDENT COMPUTER Consultants Association serves independent computer contractors like Leigh Weber of Ambler, Pa. It was 10 years ago that Weber had a discussion with his wife about their 8-year-old daughter. Both feared a future of day care centers unless one of them chose to stay at home.

Weber worked with the advanced tech division of Vanguard Group in Valley Forge, Pa. His wife was, and still is, a full-time employee of Merck & Co. in West Point, Pa.

"I'm the secondary income," says Weber. He got into consulting "modestly," he recalls. Over time, Weber Consulting Services prospered.

Weber's client base is an eclectic group with no single industry focus. They range from Fortune 500 companies to mom-and-pop operations.

Now that his daughter is attending college, Weber says he must make some decisions about how to ramp up his firm's revenues. While this could be intimidating for any small business, Weber is less apprehensive than most because for the past 10 years he has been an ICCA member.

what Weber calls a "colleague-like relationship" with competing consultants with a "very wide skill set" who gather to get current and sometimes even to refer prospects to each other.

ICCA Background

Founded in 1976 by a St. Louis programmer named Steve Epner, the national organization was created because there was no organization for independent contractors. Epner, who left Citicorp in April 1976 to start his own independent consulting firm, called 18 programmers. So they hired consultants instead," says Epner.

As the industry matured, contract-programming brokers began to emerge and create service bureaus. "They urged clients to hire from their larger organizations and not to hire the smaller independents," Epner says. ICCA responded by redefining its membership requirements around the smaller independents, prompting the larger firms to leave the group.

"That was a mistake and needs to be changed," says Epner.

The Philadelphia-area Delaware Valley chapter has 67 member firms, totaling about 75 people. "80% are one-person shops, and few employ more than 10 people," says Weber, who is also the national organization's newly elected president.

The national group is still alive and thriving, focusing on ways to make itself an organization that might serve a broader membership. This year's meeting will be held June 10-12 in Atlanta at the Doubletree Hotel Atlanta-Buckhead.

Strengths, Weaknesses

ICCA's strength seems to lie in its ability to help new consulting firms get started. According to a member survey done a few years ago, members perceive the

950 members in 16 chapters nationwide.

ICCA had its heyday in the early 1980s when mini computers and, later, PCs allowed many Fortune 2000 companies to dive into technology. "They bought the hardware but didn't want to hire networking aspect of the group to be one of its more valuable assets.

"Among our more popular member services are a standard contractor-form contract and a standard subcontractor-form contract," says Joyce Burkard, ICCA's executive director.

Like many associations, ICCA has a member insurance package. Its most popular policies are a business owners' package and an errors-and-omissions policy that costs 20% to 25% less than similar industry packages, she says.

It also has discount plan agreements with DHL Express and Broadwing for landline telephone services. It publishes a bimonthly newsletter called *The Independent*.

ICCA's weakness seems to be its relative inability to serve established firms as well as it does new startups. "Our member retention is awful," says Weber. "The problem seems to be not enough resources for those who are up and running."

In an effort to deal with that problem, ICCA is creating a document library, says Jim Watkins, ICCA's immediate past president.

For the past 14 years, Watkins and his wife, Arlene, who chairs ICCA's Education Committee, have owned and operated Heritage Computer Consulting & Services

Programmer Steve Epner founded the Independent Computer Consultants Association in St. Louis in 1976.

of Lenexa, Kan. The firm offers a range of Web services, server, and database consulting.

The document library will serve as a knowledge base for established firms, says Watkins. "We want to create a home network for consultants."

It will have all kinds of business information for consultants. "We all have the technical expertise," says Arlene Watkins. "It's the business side that gives us trouble."

Though in its early phase, some of the information available to members includes business plans, how to sell, how to close, and how to execute contracts. They also plan to include documents on how to deal with local governments on issues such as taxation and hiring. P

> ICCA's strength seems to lie in its ability to help new consulting firms get started. According to a member survey done a few years ago, members perceive the networking aspect of the group to be one of its more valuable assets.

He joined the Delaware Valley ICCA the moment he started his own firm. "I was poking around, looking for guidance on the hiring side."

What he found was a surprisingly social group. Members enjoy

competitors and convinced 11 of them to form the group.

"Within two years of forming our first chapter, we held our first national conference," he says. Today, ICCA's national headquarters in St. Louis has

Vital Statistics

ICCA is a trade association that serves its independent computer contract membership with business and technical educational programs, a code of ethics, insurance and benefits, and a bimonthly newsletter.

Members: 950

Chapters: 16

Web site: www.icca.org

Phone: (314) 892-1675

Outstanding Fact: ICCA leaders are working to establish a document library that will serve as a knowledge base for consultants.

Dues: Based on firm size. The cost to a one-person firm is $175; a two- to nine-person firm is $225; and a 10-person-plus firm is $275. There is a one-time processing fee of $25. ICCA chapters have individual dues ranging from $35 to $100 a year.

Chapter Dues

Chapter	Dues	Chapter	Dues
At-Large	$ 35	Greater Washington	$ 75
Atlanta	$ 50	Houston	$ 50
Chicago	$ 90	Kansas City	$100
Dallas/Ft. Worth	$ 72	Maryland	$ 75
Delaware Valley	$100	Minnesota	$ 75
Denver	$ 60	NYC Metro	$ 75
Detroit	$ 50	Northern New Jersey	$ 50
Fairfield/Westchester	$100	San Francisco Bay Area	$ 50
Greater Boston	$ 95		

ISSA: Your Link To The Security Community

A Peer-To-Peer Approach To Professional Education Lets Members Network & Shape Policy

by Bruce Gain

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IT ADMINS ARE WELL acquainted with the dilemma of securing their networks, and almost every software, hardware, and services vendor claims to have a solution. But aside from relying on these third parties, to whom can IT security professionals turn?

You might also seek to influence governmental security policy on a national or even international level, or to share your expertise with your peers. Besides your colleagues at work, what support exists outside of your firm to link you to the IT security community?

The Information Systems Security Association, a professional, not-for-profit association, says it can address both of these needs.

Getting Educated

Claiming to be the largest association for security professionals, the ISSA says one of its main goals is to offer unbiased information and networking resources for IT security practitioners on all levels and from fields ranging from communications to education, health care, manufacturing, financial, and government sectors.

"Raising the level of security within an organization is a challenging issue. It is a combination of science and art, and it is not something you can merely throw product at. Security professionals are best able to solve problems by building relationships and collaborating to share best practices and improve their education," says Jim Reavis, vice president of the ISSA and president of Reavis Consulting Group. "A professional association like the ISSA lets professionals network with each other, achieve self-improvement, and influence the greater industry."

So how would the ISSA give you a better training experience than traditional commercial vendors offer?

"We leverage commercial training extensively and provide subject-matter expertise and program-chair capabilities to many security conferences," Reavis says. "We also negotiate significant course discounts for our members."

ISSA's educational opportunities include international conferences, local chapter meetings, and seminars that offer training and educational programs. Support is also offered for certification training and testing. Member-only information on the ISSA's Web site and publications rounds out the educational opportunities.

In February, for example, the ISSA said it was partnering with the ICIIP (Institute for Critical Information Infrastructure Protections) at the USC Marshall School of Business to deliver a series of executive-education programs specifically geared for chief information security officers. The first of these programs, called "Leading Systemic Security Management," will begin in July in Long Beach, Calif.

ISSA recently published a paper titled "Performing a Forensic Investigation," which offered specific how-to information on how to investigate a network break-in. The procedures the paper detailed included isolating compromised systems and data, collecting information, and storing evidence for analysis.

The ISSA also tries to offer training that goes beyond traditional education, Reavis says. In addition to networking and information-sharing among members, the association offers ad-hoc and customized learning opportunities, such as an incident-response seminar in coordination with the FBI's San Francisco office, Reavis says.

"Understanding how company A has dealt with a phishing attack . . . is just one example," Reavis says. "We are membership-driven. Our members define what they need in real time, and they then go satisfy those needs with a combination of off-the-shelf and customized education."

Playing A Role In The Industry

In addition to education and networking opportunities, the ISSA also offers its members opportunities to shape IT security policy on a national level. For example, the association makes it possible for members to join committees and boards. It also facilitates discussion and feedback on governmental issues, such as the National Strategy to Secure Cyberspace, says Anne M. Rogers, vice president of marketing for the ISSA and director of information safeguards for Waste Management, Inc.

"[The ISSA seeks] to create a unified voice for security professionals around the world that can influence public opinion, government regulations, the media, and other audiences," Rogers says.

An executive-level membership called the CISO Executive Forum lets high-level security executives share insights regarding security programs and initiatives, Rogers says.

"It also provides an unbiased forum for lawmakers and agencies to address questions [and] get comments and feedback on proposed regulations and legislation," Rogers says.

Your Fellow ISSA Members

ISSA members include representatives from Dell, EDS, Forrester Research, Symantec, and Washington Mutual. But while the ISSA's membership roster includes representatives from heavy-hitter firms, the backgrounds and job functions of the association's members vary.

"ISSA members range from technical, hands-on practitioners all the way to the top CISO/CSO executives in organizations," Rogers says. ▣

Vital Statistics

The Information Systems Security Association claims to be the world's largest not-for-profit organization for information security professionals and practitioners.

Members: 13,000

Chapters: 95 chapters in 22 countries

Dues:
- General Membership Fees: $95
- Sponsored Membership Fees: $115 (private sector) and $90 (government employees).

Web site: www.issa.org

Phone: (414) 908-4949

Outstanding Fact: The association offers its members educational forums, publications, and networking opportunities that its representatives say help its members expand their security knowledge base, help shape IT government and industry policy, and ultimately grow professionally.

> "We are membership-driven. Our members define what they need in real time, and they then go satisfy those needs with a combination of off-the-shelf and customized education."
>
> *- Jim Reavis, ISSA vice president*

More Ways To Associate Yourself

These Professional Organizations Provide A Wealth Of Benefits

by Elizabeth Millard

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LARGE INDUSTRY-FOCUSED groups, such as the Association of IT Professionals, can keep you tapped into what's happening across the country and even around the world. But if you're craving more networking opportunities, industry news, and insider information, dozens of other professional associations are worth their membership fees. And in some cases those fees are on a sliding scale depending on the size of a business, so joining up is even more compelling. Here's a sampling of associations that may be worth a look on your next membership sign-up round.
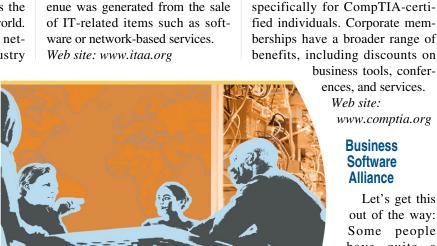
Information Technology Association Of America

Hailing itself as "the leading trade association of the nation's information technology industry," ITAA has more than 500 member companies. Founded in 1961 as the Association of Data Processing Service Organizations, the group has expanded significantly to include companies in every area of IT, such as outsourcing, telecom, and e-business.

Like other member organizations, ITAA hosts its share of meetings and events, but it's also focused on advocacy work, giving IT a voice on legislative and regulatory issues in the government. Because more than 100 federal contractors are ITAA members, the group is well poised to give advice on procurement policy, the U.S. economy, and other macrotrends. The association also features many other resources for growing a business, including insurance programs, investor relation advice, and, of course, networking opportunities.

Membership dues are based on a company's total revenues for associate level status, but full member dues involve a more complicated formula involving how much revenue was generated from the sale of IT-related items such as software or network-based services. *Web site: www.itaa.org*

Computing Technology Industry Association

It would be tough to wander the IT hallways for long without hearing about CompTIA. Founded in 1982 with an initial membership of four companies, the association now boasts 20,000 member companies in 102 countries. Its certification training and exams are popular in the industry, and the association notes that more than 600,000 people worldwide have received a CompTIA certification.

But the organization does more than develop vendor-neutral IT certifications. Like the ITAA, it also represents the global IT industry on public policy issues in front of legislatures, government agencies, and the courts. The association has a number of resources broken down by member interest or company focus. For example, a software service provider can be part of the Initiative For Software Choice, an initiative promoting neutral government procurement.

CompTIA has both corporate and individual memberships. Those who fly solo can sign up for the group's IT Professional membership, which was developed specifically for CompTIA-certified individuals. Corporate memberships have a broader range of benefits, including discounts on business tools, conferences, and services. *Web site: www.comptia.org*

Business Software Alliance

Let's get this out of the way: Some people have quite a problem with the BSA. Advocates of file-swapping and some developers have accused the BSA of stifling innovation because the group is heavily involved in antipiracy and copyright protection issues. But politics aside, the BSA is still a compelling organization. Its members include most of the top software industry players with other technology companies thrown in as well, including Cisco, Symantec, Microsoft, Apple, and Adobe.

Established in 1988, the BSA has programs in more than 60 countries and works especially hard at educating consumers on software management and copyright protection issues. It also provides insight on cyber security, ecommerce, and other Internet-related issues.

Membership comes in several categories, and smaller companies will probably opt for being part of the Internet Piracy category, or the Policy Council, depending on interest. *Web site: www.bsa.org*

Association For Computing Machinery

The granddaddy of the technology association world, the ACM was founded in 1947 and currently has more than 78,000 members. Unlike most other organizations, the ACM is happy to share a wealth of free resources to non-members, as well. This is especially helpful with a new ACM feature, CareerNews, a biweekly digest of career news that covers topics such as tech salaries, H-1B visas, and networking skills. The association's digital library of magazine articles, journal papers, and newsletters is also helpful.

Where the group really shines for members is in its special interest groups. Some of them are quite technical or academic (Genetic and Evolutionary Computation, anyone?), but most are accessible and cover areas such as operating systems, management, and security. If you want a deep discussion about Fortran, look no further. *Web site: www.acm.org*

Information Management Forum

Started in the early 1970s as a group of IT and data processing executives swapping stories over breakfast, the IMF has blossomed into a peer-driven organization for senior IT and IT human resources executives. The group has evolved over the past 30 years, but what got shared over eggs and bacon remains its core focus: to provide a networking opportunity so IT execs can learn about what other companies are doing and how they're competing. The group hosts in-person meetings and Web conferences and also archives member discussions, reports, and case studies. You can find membership prices and details by sending an email to info@theimf.com. *Web site: www.theimf.com*

Other Organization Options

Scores of other organizations are eager to have you as a member. Just pick your area of interest and join the group. Here are some to consider:

Association for Women in Computing
Promotes the advancement of women in technology professions.
(415) 905-4663
www.awc-hq.org

Business Technology Association
For business equipment and systems dealers, system integrators, manufacturers, and distributors.
(816) 303-4011
www.bta.org

Computer & Communications Industry Association
Promotes competitive and fair open markets, open systems, and open networks.
(202) 783-0070
www.ccianet.org

International Association for Management of Technology
Brings together technology management professionals.
(305) 284-2344
www.iamot.org

Network and Systems Professionals Association
Seeks the advancement of all network and systems professionals.
(414) 768-8000
www.naspa.com

Storage Networking Industry Association
For companies and individuals working in the storage industry.
(415) 402-0006
www.snia.org

PRODUCT RELEASES

DATA COMMUNICATIONS

■ **Nortel** announced a new WLAN 2300 Series designed to support delivery of high-quality voice, data, and multimedia applications for both small and large businesses. The company says the new series has better performance, lower costs, and stronger security.

GRAPHICS & VIDEO

■ **Canon** announced the availability of two new LCD projectors. The LV-7230 and LV-S4 are designed to meet the needs of buyers on a budget but still produce quality images. The LV-7230 weighs 6.4 pounds, features 2000 ANSI Lumens, delivers native XGA resolution image quality, has a 380:1 contrast ratio, and runs in silent mode at 34db. The LV-S4 weighs in at 5.1 pounds, has 1500 ANSI Lumens, delivers SVGA resolution images, runs at 33db in silent mode, and has a 300:1 contrast ratio. Both projectors have a +/- 20-degree vertical adjustment and a customizable logo display. The products can be connected to Canon camcorders and digital cameras, laptops, DVD players, VCRs, and other devices. The LV7230 has a suggested price of $2,299, while the LV-S4 will cost $1,399.

PRINTERS

■ **Ricoh** introduced the Ricoh Aficio AP410/AP410N Series, two monochrome laser printers designed for your desktop. Both printers average 28ppm and a 7.5-second first-page-out time. The Aficio AP410 series also features front-access paper trays for easy paper handling and can hold up to 600 sheets without additional tray enhancements. Both printers include a Smart-Device-Monitor, which lets users encrypt data using Internet Printing Protocol. The AP410N also features a 10/100 BaseTX Ethernet connection. MSRPs are $599 for the AP 410 and $799 for the AP410N.

Ricoh also announced the availability of the Ricoh Aficio AP610N. This black-and-white laser printer features a desktop-friendly size and design and contains a standard 500-sheet paper tray and a 100-sheet bypass. The AP610N prints at up to 35ppm and is backed by a 372MHz processor and 128MB of memory. This laser printer comes standard with Parallel, USB 2.0, and 10/100 BaseTX Ethernet interfaces, with the option to add IEEE 1394, IEEE 802.11b, and Bluetooth wireless interfaces. For security issues, Ricoh included SmartDevice-Monitor, a program that uses Internet Printing Protocol to encrypt printing data, and a Locked Print option that suspends output until a PIN is entered on the AP610N's control pad. The suggested retail price for the Ricoh Aficio 610N is $949.

PROCESSORS, CHIPSETS & MEMORY

■ Security operations require processing power to keep data traffic moving, so dedicated security processors (SPUs), such as **Sensory Networks'** new second-generation NodalCore-X, attempt to help. With its enhanced Core-PAKT pattern-matching engine and a Massive Memory Architecture, the new NodalCore-X gives a 20x boost to antivirus, spam filtering, anti-spyware, and other operations, the manufacturer claims.

SECURITY

■ **AirDefense** announced a commercial-grade Bluetooth-monitoring solution called Bluewatch, available on PDAs. The application is designed to help organizations identify rogue and insecure Bluetooth devices in their wireless environment by illustrating connectivity between different devices and pinpointing services available on each device, including network access, fax, and audio gateway.

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■ **NFR Security** introduced Sentivist DSA (Dynamic Shielding Architecture), which provides real-time protection to company networks. Sentivist DSA uses the Nessus open-source scanner to check for changes and vulnerabilities within a network. The Sentivist Protection Center presents any scanned information by providing threat descriptions as well as related graphs. Sentivist DSA also uses default signatures together with CVE data to protect networks from dynamic vulnerabilities, allowing some level of protection even before software patches are released. NFR Security will release Sentivist DSA in Q3 2005.

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■ **Symantec** released Symantec Hosted Mail Security this week. This product reduces the costs associated with onsite security software, operating at the mail-host level, protecting both incoming and outgoing mail. Symantec Hosted Mail Security filters unwanted or malicious materials, including both spam and viruses, and can block attachments, filter message subjects and bodies, and encrypt files to prevent attacks. Symantec includes a Web-based management console for remotely controlling various attacks and configuring filtering policies. Administrators can also run reports through the remote Web-based console.

SERVERS

■ **American Megatrends** unveiled additions to its MegaRAC line of server management products to improve out-of-band remote management over all platforms. With support for standalone, rackmount, and blade servers, the MegaRAC M100 combines graphical console redirection (KVM/IP) with IPMI 2.0 remote server management on a space-saving daughter card. The device uses a system motherboard's LAN interface to issue alerts and implement corrective measures even when the system's OS isn't functioning. AMI also introduced the IPMC firmware stack for ATCA and Server Blade extension to the IPMI and rounded out its new product announcement with the MegaRAC G3, which uses AMI's G35P firmware suite and offers the following features: virtual-BMC stack, IPMI 2.0 manager, KVM/IP stack, SSH/SSL, LDAP/Active Directory, and several others.

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■ **Dell** claims its new PowerEdge 6800 and 6850 are the lowest priced four-way servers ever offered by Dell ($3,999 and $4,899, respectively). Both servers feature Intel's new 64-bit Xeon MP. There are two available configurations: A Xeon processor with an 8MB Level 3 cache, or a Xeon processor with a smaller Level 2 cache but faster clock speeds. In addition, the new servers provide support for current 32-bit applications and future support for 64-bit applications. Additional management tools (OpenManage 4.3) let administrators tend to a system remotely and apply OS, application, and hardware-specific updates.

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PRODUCT RELEASES

■ **Supermicro** introduced a new line of SATA-optimized 64-bit Xeon servers. All support ZCR with SATA RAID 5 and support up to 1.6TB of storage through four hot-swappable SATA drives. Eight-drive systems support up to 3.2TB through optional RAID 5. The RAID 5 option can also support up to 6TB for 3U configurations. Supermicro's SuperServer 6014P-TR model supports full-height, full-length PCI-Express x8 or a PCI-X expansion card. The 6014P-T model does not have redundant power and supports up to two PCI-Express or PCI-X cards. IPMI 2.0 server management is optional through a third gigabit NIC.

SOFTWARE

■ **AdventNet** is targeting the latest version of its Web-based application monitoring software at administrators who prefer to analyze trends via graphs and reports. ManageEngine Applications Manager 6 GA monitors networks and detects a variety of potential problems, including downtime patterns and server, service, or application response-time delays. The software creates reports or graphs based on this data and also provides instant alert services: The program can contact administrators via email, SMS, or Traps. ManageEngine Applications Manager 6 GA is available in a Free Edition, which supports up to 10 applications, and a Professional Edition.

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■ **Allume Systems** announced a new software suite to protect against spyware, phishing, and spam. The icSpyware & Anti-Phishing suite also includes updates of spyware definitions at no additional cost for two years. This software suite provides Internet-cleaning software and protection from phishing attacks, identity theft, and spam. Additionally, the icSpyware & Anti-Phishing suite includes a Surf Anonymously tool, which shields computer information from the Internet by using an encrypted path. It is compatible with Win98/Me/2000/XP systems. Supported browsers include Internet Explorer 5.01 or later, America Online browser 7.0 or 8.0, Netscape, Mozilla, and MSN Explorer.

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■ **EMC** introduced an update to the Documentum ECM (Enterprise Content Management) product family. The new ECM includes the federated search feature, which provides a single search point for queries both within and outside the enterprise network. The new version lets users access the EMC Documentum Client interface from within Microsoft Outlook. Users can also execute document content transformations with the new EMC Documentum Content Transformation Services tool.

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■ **Macromedia** announced an update to its Macromedia WPS (Web Publishing System), which is designed to let a distributed Web publishing team share information and update intranet and Internet content faster and more efficiently. The update includes Macromedia Contribute 3.1 and Macromedia Contribute Publishing Services 1.1, as well as RSS feed and deployment management capabilities. Other features include improved LDAP/AD connectivity interface, Macromedia Breeze compatibility, more efficient document publishing, and staging-to-live deployment. Current WPS users can download the update at www.macromedia.com/go/wps_update.

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■ **Microsoft's** MapPoint Business Unit released the Fleet Edition 2004 of its MapPoint software, which helps businesses with fleet vehicles track, locate, and manage their operations. Medium-sized and large businesses can use MapPoint Fleet Edition 2004 to develop more efficient deliveries and supply routes, as well as create reports and analyze existing fleet activity.

Microsoft also announced version 2.0 of its iSCSI software initiator for Windows-based servers will be available for download by the middle of the month. According to Microsoft, the new version will offer several enhancements over version 1.0, such as integration with Microsoft's MPIO (Multipath I/O), which lets a server use more than one read/write path to a storage device, and support for all error recovery levels. Previously, Microsoft's iSCSI software initiator supported error recovery level zero; version 2.0 supports levels one and two. Microsoft also claims an improved GUI will reduce the amount of required scripting. With the new "event tracking" feature, users can capture communication between devices to track down SAN problems. Version 2.0 will support x64 servers and IPv6.

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■ **nLayers** is targeting the latest version of its discovery and resource optimization appliance at enterprise users who need to see three-dimensional models of their environments. The nLayers InSight 3.0 supports more than 400 servers per minute. The new version supports more system management packages, including HP OpenView and IBM Tivoli. The system also supports a federated CMDB, which means administrators can take

Sensitive Data Needs To Be Protected

AppSec Updates Database Intrusion Detection & Auditing Solution

by Joseph Pasquini

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As most managers will agree, databases are the most critical of business applications due to their reach across multiple aspects of the enterprise. Because databases, which contain sensitive financial or personal data, should always be considered vulnerable to application-level attacks, analysts advocate the use of auditing tools as a means to strengthen mandated regulatory compliance. Application Security, one of the first vendors in this market segment, has released a new version of its AppRadar real-time security solution in an effort to help businesses address crucial intrusion detection and auditing concerns.

"AppRadar is part of a broader solution set that allows the customer to apply its existing process for identification and remediation of security issues," said Matt Ward, product manager for AppRadar.

By monitoring traffic to and from critical data at the application level, AppRadar applies an extensive set of security checks while delivering granular user and activity-based monitoring so organizations can tune alerting to their specific business requirements. Consequently, AppRadar is able to immediately detect application-level security exploits, such as an attempt by an internal user to inappropriately obtain confidential data.

AppRadar integrates with AppDetective, Application Security's primary product offering, to further strengthen application vulnerability management. Users of AppDetective can leverage AppRadar's monitoring features with AppDetective's detailed inventory of database instances, including vulnerability details.

As a result, AppRadar can easily log a low-level alert when a system is already protected against an attempted attack but issue a high-level alarm if the system is vulnerable.

The latest version of AppRadar features a network-based sensor for Oracle in addition to the existing host-based sensor for Microsoft SQL Server. AppRadar also includes built-in configuration policies for HIPAA and Sarbox. As a result customers are better able to apply industry best practices to their application security monitoring. Custom rule creation is aided by a wizard-based interface that allows users to create their own custom granular policy rules to fine-tune AppRadar to their specific requirements. Unauthorized database activity can be audited by user and by system event. In addition activity can be halted or set to trigger an alarm.

AppRadar competes with products such as Embarcadero Technologies' DBArtisan, IPLocks' IPLocks-DSAS, or Next Generation Software's NGS-Squirrel lineup. However, according to Application Security, AppRadar does not require enterprises to turn on native database auditing which would otherwise typically result in significant performance degradation. "There are a lot of network products that do compliance, but they lack the security expertise we can offer," says Ward. ℗

SNAPSHOT

Application Security AppRadar 2.0

Pricing starts at $12,000 for one scanner and one console

Real-time database intrusion detection and security auditing solution

(866) 927-7732
www.appsecinc.com

PRODUCT RELEASES

advantage of tools that the enterprise already owns. Administrators can also export data to XML or other formats.

Insight also boasts several plug-ins, which means administrators can integrate it with existing applications. If you run into an application that the appliance doesn't yet support, you can use the InSight SDK (software development kit) for integration purposes. The appliances include new switch aggregation features that let the appliances handle tens of thousands of servers.

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■ Mentat SkyX 6.0 is the latest satellite-link acceleration software from **Packeteer**. Designed to speed up IP-based communications over satellites and long-delay WANs, the software supports the military standard SCPS (Space Communications Protocol Standards Transport Protocol) over IPv6. Mentat SkyX 6.0 supports XR10, XH45, and XH155 SkyX Gateways, in addition to SS10, SS45, and SS155 SkyX Servers.

STORAGE

■ **Adaptec** introduced the Adaptec SCSI RAID 2130S and 2230S adapters, which are the first Ultra320 SCSI ROC-(RAID-on-Chip) based single- and dual-channel storage adapters for the PCI-X interconnect. Designed for the PCI-X slot, these adapters enable faster communications within a server compared to PCI. The Adaptec SCSI RAID 2130S and 2230S controllers feature Ultra320 SCSI with data transfer rates up to 320MBps. These controllers support one or two internal SCSI connectors for fault tolerance and one or two external connectors for additional expansion in the future. For additional fault-tolerant data protection, users can purchase an optional battery backup.

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■ **ADIC** introduced an upgrade for its Scalar 100 tape library. With the upgrade, which will initially be offered with libraries using the new LTO-3 generation tape drives, a Scalar 100 tape library can appear to software programs as three separate libraries. According to ADIC, the upgrade also lets IT professionals support mixed backup architectures through built-in support for tape drives and media of different generations. Delivered with new library firmware, the upgrade uses automated compatibility checking routines to guarantee users with LTO-2 and LTO-3 drives in the same cabinet won't have any media or drive conflicts.

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■ **SimpleTech's** new Zeus SATA solid-state drive comes in capacities up to 128GB and is a drop-in replacement for standard SATA drives. The new Zeus drive is capable of sustained transfer rates as high as 60MBps and, according to SimpleTech, is good for 2 million write cycles and 10 years worth of data retention. For military purposes or other industries where security is important, the drive features two secure erase options. The first option minimizes the amount of time needed to delete data while the second minimizes power usage. Additionally, the Destructive Purge option erases all data before destroying the media. The destruction of the media is monitored and confirmed.

TELEPHONY & VoIP

■ **Sony** has announced the IPELA line of IP-based communications products. This line covers products ranging from IP monitoring and recording devices to IP-ready videoconferencing systems. IPELA products will be plug-and-play compatible. The PCS-G70 large room videoconferencing system and the PCS-TL50 desktop videoconferencing system are two of the first products labeled IPELA. Other products include the SNC-RZ25N and P-Series MPEG-4 enabled network video monitoring cameras and the DF40 and DF70 mini dome cameras. The new XIS Series of IP video monitoring cameras should arrive later this summer.

MISCELLANEOUS

■ In an effort to reduce IT costs for businesses, **AT&T** announced it will be offering its services to monitor and administer important business applications, such as e-commerce, e-business, and enterprise application infrastructure. According to AT&T, it will leverage its global IP network, 26 Internet Data Centers, and its enterprise management system to provide the service, called AT&T BusinessDirect. The initiative also includes a joint venture with Totality, which will lend its business application management tools. AT&T's Business-Direct portal gives its customers control over their networked applications.

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■ Need help with your data center? **Dell** is offering its new Data Center Environment Assessment service. Starting at $5,000, the Data Center Environment Assessment service provides feedback about your current data center, including tips to plan for power and airflow concerns related to more powerful servers. Exact pricing is based on the customer's needs.

Superior Technology For Intel-Based Servers

IBM Incorporates Its Own Chipset Into Its xSeries Line

by Julie Sartain

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THE X3, IBM'S new Intel-based server product line, which incorporates IBM's mainframe and supercomputer technology, is specifically developed for the next-generation 64-bit Intel Xeon processor-based, xSeries servers. This new architecture provides up to 38% higher four-way performance, allowing businesses to run 32- and 64-bit applications simultaneously.

Featured in this new product line is the eServer xSeries 366, which supports DDR2-based active memory and active PCI-Express 2.0. The x366 offers IBM's high-end virtualization engine technology (which enhances the virtualization capabilities), sophisticated server consolidation, and superior enterprise application software, such as IBM's DB2 Universal Database, Microsoft SQL Server, Oracle, and SAP.

The X3 technology is based on the Hurricane chipset, a third-generation enterprise x-architecture design that provides the x366 with an integrated processor and memory controller that radically reduces memory latency. This improves response times and overall system performance, which significantly enhances this design and places it in the forefront of the Intel server market.

IBM's biggest competition in this area is Dell, which offers its off-the-rack, low-tech commodity boxes. However, IBM has outperformed Dell in the Intel server market for the past three years. According to Jim Northington, vice president of high performance xSeries solutions for the IBM Systems and Technology Group, the x366 brings a new level of performance and price performance to the four-way market. "This system is expected to outperform existing and new competitive system architectures, due to the innovative eServer X3 design. The x366 has set new TPC-C performance records for x86 class systems delivering nearly 40% more performance than its predecessor and the price of a typical customer's configuration will be 30% less expensive."

IBM ®

IBM was the first company to market next-generation SAS hard drive technology. The xSeries servers have double the I/O bandwidth and the fastest DDR2 memory. Every major subsystem has built-in redundancy, which minimizes down time. In addition, these servers all offer "integrated management features, predictive remote alerting, real-time diagnostics, and Light Path Diagnostics, which quickly guide support staff to the precise failed component for rapid replacement," says Northington.

SNAPSHOT

IBM eServer X3 architecture

Starts at $6,999

New architecture lets businesses simultaneously run 32- and 64-bit applications and more rapidly process massive amounts of data

(914) 499-1900
www.ibm.com

HP Storage Essentials Unifies Server & Storage Management

Open-Standards-Based Software Reduces Cost, Increases Business Agility & Improves Control

by Alan Petraske

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HP STORAGE ESSENTIALS, an open-standards-based suite of storage products, bridges the "islands" of server and storage management prevalent in today's data centers and provides a common interface for a multivendor storage environment. The product is composed of a main console and eight modules, each designed to meet specific storage needs, including provisioning and chargeback management, reporting and report design modules, and viewers for Oracle, Exchange, and Sybase.

This unified server/storage management platform provides IT administrators with a new way to approach ROI improvement. For example, with unified monitoring, administrators can quickly shift resources and capacity and align storage tiers with user needs, thereby increasing the quality of storage service provided. By monitoring availability and utilization at host, switch, and array levels, unused or wasted storage capacity can be readily identified and reallocated, ensuring that the existing storage infrastructure is fully utilized. Performance monitoring, from application objects down to storage subsystems, enables quick detection of bottlenecks causing performance problems.

User-settable chargeback models and values, business unit groupings, and reports enable administrators to associate costs with the quality and quantity of storage used by different business units and align storage resource needs with revenue objectives by charging back departments for storage allocated.

Graphical trending and forecasting and the Soft Quota management feature allow proactive monitoring of consumption levels and improve the ability to accurately forecast new capital investments in storage infrastructure.

As a business grows and goes through changes, additional differentiated HP Storage Essentials plug-ins can be added incrementally to manage increasing storage capacity without increasing staffing levels so that IT efficiency grows with the growing enterprise.

The open, standards-based architecture of HP Storage Essentials ensures that the product is usable with any vendor's product that supports WBEM, WMI, or SMI-S compliant APIs. This protects multivendor and legacy storage investments and helps to prevent vendor lock-in. Note, however, that to use the full range of HP Storage Essentials capabilities on non-HP storage, additional HP software is required.

HP Storage Essentials competes with EMC's ControlCenter, IBM's Total Storage Productivity Center, and Veritas' Command Central in the storage management market. Additional storage resource management products are available from Sun, SGI, and HDS; however, only HP Storage Essentials is currently providing unified storage and server management that has been tightly integrated with storage infrastructure.

HP Storage Essentials is appropriate for enterprise storage environments of 20TB and above.

SNAPSHOT

HP Storage Essentials

Between $20,000 and $60,000, depending on configuration

Helps to simplify environments and significantly reduce operational costs without sacrificing control by unifying server and storage management

(800) 752-0900
www.hp.com

Controlling Room Environments

Avtech's TemPageR Helps Companies Monitor Temperatures In Data Centers

by Frederick Nevin

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ONE OF THE WORST nightmares a company can face is damage to its data center. While many conditions can cause this, the room's environment is often at fault for being too hot or too cold for the equipment. The results are costly repair bills and a virtual shutdown of the company's ability to do business. Fortunately, this doesn't have to happen. Companies can avoid equipment damage by installing a temperature-monitoring device that issues early warnings when the room is too hot or cold.

One of the newest products in this category is the TemPageR from Avtech Software. The TemPageR is a hardware-software system that monitors temperature conditions, be it in a data center, hospital operating room, laboratory, or other facility where maintaining a specific temperature is critical. The product can be used with or without a PC.

The product's flexibility makes it usable in many applications, says Michael Sigourney, senior product specialist. "It's basic insurance."

The TemPageR features digital sensors that provide actual temperature when an alert is issued. This way, the user knows they not only have a problem, but also where the problem is, says Sigourney.

The sensor monitors temperature every two seconds, and data is given in Fahrenheit or Celsius. Unlimited alerts can be delivered to individuals or groups, and certain individuals can be notified at different temperature thresholds. Alerts can be sent to mobile phones, PDAs, and email. Alert messages can be customized and incorporate keywords for real-time temperatures, date, time, and other live information.

Besides temperature monitoring, it can export temperature data with one click to Excel. Data can also be graphed for understanding of trends, as well as reporting of current high and low temperature.

The TemPageR package includes an ID box for one to four digital temperature sensors as far as 900 feet away. Additional sensors can be connected to three standard phone jacks on the front of the box. A TemPageR software application is also available to monitor up to 25 ID boxes on the network. It runs on any Windows system.

The package also comes with an Ethernet connection and 10-foot cable, a built-in digital temperature sensor, a standard external digital temperature sensor with 25-foot RJ-11 cable, CD installation and resource media, Web server guide, and 12 months of maintenance support and update services.

TemPageR is not the only temperature sensing unit on the market. There are many competing products, including IT Watchdog's WXGOOS1 monitor, Microtechnologies' Temperature Guard VM500-3 computer room guard, and Network Technologies' Server Environment Monitoring System.

Managed Services: Experts Say The Forecast Looks Good

EACH WEEK, MarketWatch gives you a quick look at what's happening in a particular product market so you can make better decisions for your company. We interview industry analysts, product manufacturers, and other experts and combine their comments with the latest statistics and market outlooks for a well-rounded perspective. This week's focus is on managed services.

by Chris A. MacKinnon

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DEPENDING ON WHOM you talk to, the managed services market is either a passing fad or the way of the future. The vendor side seems quite positive. The client side, on the other hand, seems to have the upper hand in terms of buying power. At present though, it is undeniable that the managed services segment is one of the fastest growing in the IT industry. Managed services experts are saying the main buzzwords these days include application management, security, and business continuity. Experts also say current conditions are favorable, and the forecast is looking great.

Current Conditions

One Internet security company claims that it's a security marketplace. As far as SonicWALL is concerned, small to medium-sized businesses are in the right place at the right time. Sugata Sanyal, senior director for product marketing at SonicWALL, says outsourced services for the SMB market have been woefully underserved until now. "Security has become unbelievably complex because of the speed with which very nasty new threats appear. Yesterday's virulent Bagle variant is just one example of the dangers lurking on the Internet."

Sanyal says that SMBs are becoming more open to outsourcing their problems to third-party vendors. This way, he says, SMBs don't have to worry about updates or upgrades because they can budget for the service on an annual basis and can concentrate more on core business functions.

Robert Offley, president & CEO for Fusepoint Managed Services, says now is a great time to be in the managed services industry. "Clients want to get back to the business of growing their businesses, and they know they can trust advanced providers to keep their mission-critical applications always available and always secure." Offley believes the market's rapid expansion is making selective outsourcing a more viable option for a growing number of organizations.

Offley says legislation is also helping to drive the demand for data protection: "Clients are interested in application management, security, and business continuity services. There's a greater demand for rigorous protection of private data and the prevention of downtime, due in part to legislation such as Sarbanes-Oxley and the Homeland Security Act." He says that companies are acknowledging compromised data and downtime as being very real possibilities in the workplace.

Jeffrey Kaplan, managing director for THINKstrategies, says the willingness to outsource comes partly from frustration. "The market is being driven by the growing frustration among enterprises of all sizes but particularly SMBs, with the hassles of buying, deploying, and managing technology. Enterprises are increasingly willing to outsource portions of their IT/network operations." Kaplan says traditional long-term outsourcing arrangements can be risky and disruptive, where managed services, on the other hand, allow enterprises to "out-task" specific IT functions incrementally, usually on an annual subscription basis.

Current Pricing Trends

Sanyal says SMBs are demanding scaled solutions and accurate prices from managed solution providers. While this demand exists, Sanyal says SMBs are still holding out for warmer weather in the pricing department. "SMB customers are aware of IT threats and are scared of losing productivity, but they are holding out for three elements in security: affordability, comprehensive and integrated security, and ease of management."

Offley agrees with ease of management and sees more worth in higher-value services. "There's margin to be made in the higher-value services such as patch management, intrusion prevention, and disaster recovery, whereas co-location and bandwidth have become commodities that are very price sensitive." He says customers who see the real value in managed services are willing to compensate solution providers for absorbing the risks and challenges of keeping the fort locked down for them.

With a slightly more cut-and-dried view of current managed services pricing, Kaplan says, "Managed services are typically sold on a per-user, seat, or device basis. Contracts are typically for a minimum of one year."

The Forecast

As for the long-range market forecast, Sanyal says, "Security without hassle; managed services that can monitor and secure all the devices on customers' networks; resellers who can create customized network and security plans for individual customers." IDC predicts that the worldwide managed services market will grow to more than $21 billion by 2007. This, he says, will be fueled principally by growth in the small and mid-tier company.

"There's a big future in software as a service, where customers only pay for what they require and consume. That way, customers can obtain services on-demand, scaling according to their business needs," says Offley. He says CIOs are favoring this utility-based model concept because it allows them to direct internal IT resources toward more strategic business activities within the company. Overall, Offley says, it's a win-win scenario.
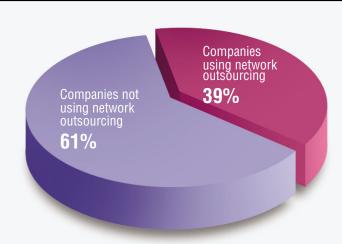
Although the forecast looks bright in general, Kaplan also warns about some increasing cloudiness. "The managed services business will continue to grow rapidly. However, it will also become increasingly confused and commoditized as a broader array of vendors, carriers, integrators, outsourcers, and resellers attempt to enter the market."

So is the managed services market a passing fad or the way of the future? It seems as if that really depends on who is doing the forecasting. It is obvious, however, that things are bright at this time. Only time will tell what IT's mother nature will bring to the managed services marketplace. **P**

The Managed Services Market

Managed Services Market Sees Growth
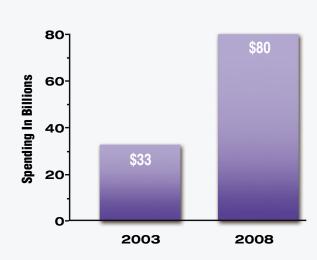
According to Gartner Group, the market for managed services is one of the fastest-growing telecom segments, at about 32% annually. THINKstrategies found that 39% of companies are already using some type of network outsourcing.

Companies using network outsourcing **39%**

Companies not using network outsourcing **61%**

SOURCE: THINKSTRATEGIES

Spending On Managed Services

InfoTech research shows spending on managed services by U.S. businesses will more than double from $33 billion in 2003 to $80 billion in 2008. InfoTech says network management and managed security services will be the largest and fastest-growing service areas, with managed IP telephony services showing strong growth for small businesses.

Spending In Billions

2003	2008
$33	$80

SOURCE: INFO-TECH RESEARCH GROUP

Global Managed Security Market Forecast

The Yankee Group forecasts market revenue for the global managed security services market to grow to $3.7 billion in 2008. The research company says the market is being driven by security from the perimeter to inside the network, the complexity and cost involved with handling security, and new regulations including HIPAA, GLBA, Sarbox, and Basel II.

Revenue (In Billions Of U.S. Dollars)

2003	2004	2005	2006	2007	2008
$1.9	$2.3	$2.6	$2.9	$3.3	$3.7

SOURCE: THE YANKEE GROUP, 2005

OPINIONS
RESELLER • NEWS & VIEWS

Going, Going, Gone

■ A few weeks ago we spoke about the cost savings aspects of purchasing secondary market equipment in lieu of buying new equipment to fulfill your IT requirements. I was shocked when I received a ton of emails from readers asking me about the pros and cons of purchasing used equipment on eBay, Auction.com, Overstock.com, Yahoo!, and other auction sites.

My wife buys all kinds of things for the kids on those sites, but I never realized that serious IT managers ventured there to buy their IT hardware.

Sold On Auctions?

Have you ever taken a look at the terms and conditions you operate under on the auction sites? Well, we have, and we were shocked.
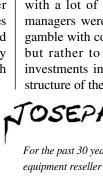
Overstock.com. Of the sites mentioned above, Overstock.com seems to be the only one with a return policy. However, its return policy will still cost you money. The user agreement states that the cost to return an IT item on Overstock is "15% if the item is from our Electronic and Computer category." That is if you paid by credit card. It is worse if you used PayPal because "Customers who paid for their item with PayPal will receive their refund as an Overstock.com in-store credit."

eBay. eBay is a real problem for me. eBay states that it is "not involved in the actual transaction between buyers and sellers. As a result, we have no control over the quality, safety, or legality of the items advertised; the truth or accuracy of the listings; the ability of sellers to sell items; or the ability of buyers to pay for items. We cannot ensure that a buyer or seller will actually complete a transaction."

In plain English, eBay says that it will not even guarantee that you will receive what you pay for, let alone the condition it will be in. True, eBay will allow you to post a nasty comment about a bad seller, but try to take that to the bank!

Yahoo! Yahoo!, like eBay, washes its hands of any transactions done on its site. Its agreement says that business dealings with "advertisers found on or through the Service, including payment and delivery of related goods or services, and any other terms, conditions, warranties or representations associated with such dealings, are solely between you and such advertiser."

Auction.com. Like the others, Auction.com wants you to know that "this Auction Site does not endorse any of the goods that are sold through the Service." Furthermore it is "not responsible for any damages to goods during transit or during the inspection period, nor for misrepresentations and/or breaches of contract by either buyer and/or seller."

If I Only Knew Then What I Know Now

Why an IT manager would risk his company's money to buy from these sites is beyond me. Sure, there are some good companies selling on the auction sites, but they are mixed in with a lot of bad guys. IT managers were not hired to gamble with corporate funds but rather to make sound investments in the IT infrastructure of their companies.

JOSEPH MARION

For the past 30 years, Joseph Marion has worked in the technology equipment reseller market. In the 1970s he competed with the major equipment manufacturers by selling, leasing, exporting, and maintaining used equipment. In the 1980s, he "crossed over," joining forces with IBM and becoming one of its most successful authorized business partners. Since 1990 Marion has headed up the Association of Service and Computer Dealers International, the world's largest association of companies that deal in technology products.

BIO NOTES

I wish I knew what I am telling you a few months ago. My company needed to buy a cover for an IBM laptop computer. I went on one of the above services, found the part I needed, and placed a bid at 25% of the list price. There were seven days until the auction ended. I have to admit that the process was fun. When I received notices that I was no longer the high bidder, my adrenaline kicked in and I upped my bid. By the end of the week I had gotten so wrapped up in the process that my price had gone from 25% of the list price to 60%, but I won the bid.

Several days later my cover arrived cracked in the same place that the cover I was replacing was cracked. (Design error, IBM?) After emailing the seller several times, we agreed that I would return the item for a credit of half of what I paid. I then went out and purchased the part new from an IBM reseller for 100%. So the total amount I paid was 130% of list price—plus a good deal of time and aggravation.

A Better Way

There are a lot of great companies that sell secondary market IT equipment around the world. The good ones will sell you equipment with a warranty. Sometimes the warranty will say that the equipment is being sold guaranteed eligible for the manufacturer's maintenance. That means as soon as you receive the equipment, you should put it under the manufacturer's or a third-party maintainer's maintenance. After that, if something goes wrong you will be covered.

Sometimes secondary market dealers sell equipment with a full warranty of 30, 60, or 90 days, which means you have a limited time to check out your gear and decide if you wish to keep it. (Be careful: Sometimes there is a restocking charge.)

The safest way is to buy secondary market equipment from a company that belongs to www.ascdi.com or www.natd.com. Companies that belong to these not-for-profit organizations offer different types of warranties, so shop around. ASCDI and NATD both offer a dispute resolution process which will allow you to file a complaint (at no charge) if one of their members does not treat you fairly.

For me, auctions are going, going, gone. I'd rather know what I am buying (and from whom) and know that I have somewhere to go if the deal goes sour.

Send your comments to ascdi@processor.com

America Auctions Off Innovation

The American technology sector is at a crossroads. All evidence indicates that the United States is systematically auctioning off its leading position as global technical innovator to the lowest bidder, but it's not too late to reverse the trend. It will mean diverting more government funds to technology R&D, as well as improving incentives for private sector investment. It will require aggressively recruiting U.S. doctoral scientific and engineering students and re-evaluating why it seemed like a good idea to outsource technical innovation.

Outsourcing Innovation

America is squandering its premier global R&D position. Since the start of the millennium, long-standing technical innovators such as IBM, HP, and Motorola have been freezing or reducing their R&D budgets. In fact, R&D spending in the United States saw the largest year-over-year decline in 2002 than it has since 1953, when the National Science Foundation started tracking R&D spending. Even within the existing technology sector's R&D budgets, more than 90% is spent on development of existing product lines rather than on real, innovative research. But it gets worse.

In an attempt to keep products competitively priced, many OEMs are now outsourcing much of this R&D of PCs, laptops, and servers to foreign EMS (electronic manufacturing service) companies. As the lower end of the service chain becomes commoditized, EMSes have moved further up the chain, offering a full complement of supply chain services, including design and development, which offer a larger profit margin than the typical 3% expected on many manufacturing services. In fact, EMS services have become so comprehensive that many OEMs never have to take possession of the actual product before it is shipped to the consumer.

OEM executives will insist that new product families are still being developed and designed stateside, but this too will change as EMSes expand their sphere of services. Having climbed this far up the supply chain, there is little doubt that EMS companies will continue their march upwards. Already, such companies as Microsoft, Intel, and Bell Labs are conducting advanced research abroad.

What About Uncle Sam?

The outsourcing of innovation has not gone unnoticed by economic and intelligence watchdogs. Both the CIA and the Council on Foreign Relations have released reports warning that the United States could lose its competitive edge in technologic innovation. One might hope that these warnings would be enough to spur the U.S. federal government into action. Instead, as most developed nations are increasing spending on scientific research in areas likely to generate the next wave of innovation (nanotechnologies and biotechnologies), the U.S. government has only increased its R&D funding for defense, homeland security, and space research. All other R&D funding has effectively been cut compared to previous years, depriving the U.S.

economy of the building blocks for future innovation.

America's lead in conducting research in promising, new technologies is waning. Japan and South Korea spend

JANET WHITE

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^ BIO NOTES

3% of their GDP on R&D, slightly higher than the U.S.'s 2.7%. Asia as a whole spends as much as the United States and Europe combined just on nanotechnology research.

Technology centers are rapidly emerging in many Asian cities thanks, in part, to America's heavy outsourcing investments. With the development of EMS companies, new research institutes have been founded, attracting Asian-born scientists and engineers to return home after training in the United States. These hubs are now spawning their own innovation. Many Asian countries are also offering tax holidays and priority access to land, water, and electricity for technology startups that may have otherwise located in the United States.

Brain Drain

The United States, which has relied on importing scientific research talent, is now experiencing a decline in the number of Americans pursuing advanced degrees in science and engineering. This has made university programs more dependent on foreign-born talent; 38% of U.S. scientists and engineers with Ph.Ds were born elsewhere.

To compound the problem, the United States is experiencing a significant decline in international student applications to its graduate programs. Much of the blame can be applied to

tighter student visa restrictions and more bureaucratic red tape since the "war on terror" began in 2001. Meanwhile, India and China have greatly improved educational opportunities to entice students to study at home.

What It Means For America

Shortsighted government budget cuts, rampant R&D outsourcing, and restrictive visa policies have resulted in the wholesale auctioning off of America's competitive edge in terms of scientific innovation. For the past three decades, the United States has been outsourcing its technical manufacture and design to cheaper Asian firms. Global commerce has allowed these Asian companies to flourish, and the United States has not kept pace. If these trends continue, the United States may not be the world leader in technological innovation by 2020.

This trend can be reversed, but it will require private and public reinvestment in scientific research, a renewed focus on promoting scientific education programs, and collaboration with current Asian technology centers.

Send your comments to infotech@processor.com

OPINIONS
UPTIME

Colocation Space Planning

I hate moving. It takes a lot of work to get everything packed, and it takes even longer to get things unpacked where you can find them. Moving from one colocation space to another has all the negative attributes of moving in general, but it's an order of magnitude worse. Not only is it a lot of work, but it's an enormous opportunity to screw up and cause downtime, as well.

I mention this because we recently got the unhappy news that we have to move from our colocation space at AboveNet. Apparently the building is owned by a large Northwest software firm, and it wants all the space

> **During the dot-com boom, colocation space was such a hot commodity that vendors priced it like a gold claim.**

to accommodate its own growth. So we've begun the tiresome process of selecting a new colocation space and planning the move. Despite all the downsides to moving, it does give you the opportunity to redo your colocation space based on the additional knowledge you've gained since you designed your current colocation space.

Cabinets Or Racks?

One of the first things to decide is how you will rack your equipment. The basic choices are telco racks or cabinets, although there are numerous types within each category. I've seen well-designed rack installations, and I've also seen well-designed cabinet installations. My personal preference is cabinets for servers and telco racks for network equipment. We use a lot of 2U rackmount servers in our installation, and having them in cabinets with full extension

rails makes them easier to install and maintain. If you use standard tower servers instead of rackmount servers, you'll probably be better off using telco racks with movable shelves for mounting your equipment.

How Much Space?

You need to decide during the vendor negotiation process how much space you'll need. During the dot-com boom, colocation space was such a hot commodity that vendors priced it like a gold claim. In the past few years, I've noticed vendors becoming much more generous about space allocation. The popularity of 1U/2U rackmount servers and even more space-efficient blade servers has led

to much higher-density server installations.

Most colocation space providers are now more limited by power and HVAC capacity than floor space. Ask your provider how many watts per square foot of capacity it has available. You can then look at your power requirements and determine how much space you should get for the power you are consuming.

Ask for as much space as you can get for no additional cost, but in any case make sure you have enough for all your cabinets and racks, as well as working space around them. It's also a good idea to include enough space for a small desk and storage cabinet. If you anticipate any growth, see if you can get first right of refusal on additional contiguous space.

Layout

Most colocation providers partition their space into

"cages" using chain-link fencing. When you plan the layout of your cabinets and racks, you need to make sure that you have adequate room for easy equipment installation and maintenance. That means at least four feet in front of the cabinets for servers to extend on their rails and two feet in the back of the cabinet so you can work effectively on cabling.

I prefer to intersperse each group of three to four server cabinets with a telco rack for network gear. This avoids the need for excessively long network cables for some servers and very short cables for others. You should also include appropriate cable management trays around your racks and ladder frames for overhead cabling. Installing network patch panels at the top of each cabinet is a great way to simplify network cable management.

Productivity Enhancements

I mentioned earlier that you should plan space for a desk where you can install a regular PC workstation. This may seem like a luxury, but if you've tried to do much work on a rackmount keyboard and display, you'll know how much more productive you can be with a regular keyboard, mouse, and display. Having a more effective and productive work environment may help avoid mistakes that could cause downtime, especially if your staff is working long hours late at night.

You also want to make sure to have all of the software, documentation, tools, cables, and spare parts your staff will need for installing, maintaining, and troubleshooting your equipment. Plan for a decent-sized storage cabinet so that you can store everything in an organized fashion that facilitates finding things when you need them. You don't want to be frantically searching for tools or documentation while one or more of your systems are down!

Send your comments to danny@processor.com

DANNY CECIL

Danny Cecil has 19 years of experience in product development and information technology at various companies, including HP and WildTangent. For the past few years, Cecil has managed data center operations and information technology for several Seattle companies. He is currently the senior director of IT and Operations for WildTangent, an online game publishing company in Redmond, Wash.

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Picking A Reseller

Successful SMEs Must Consider Much More Than Just The Pricing Scheme

by Stephen J. Bigelow

• • •

NEW IT PROJECTS are often a fact of life for the small to medium-sized enterprise, though many SMEs lack the in-house expertise needed to fully implement and support every IT project. Whether to increase productivity, lower costs, implement needed services, or improve integration with vendors and other business partners, each new project demands some level of products and technical support from value-added resellers, but which VAR is best for the job? Finding vendors is easy, but selecting the "right" VAR for a given task is a huge challenge facing today's SMEs. It's a decision that will ultimately impact the overall success of your project, and a smart SME needs to consider much more than pricing.

Know Thyself

Janet Waxman, vice president of hardware channels and alliances at IDC, implores SMEs to consider their own needs and capabilities carefully before even starting the search for a VAR. Any IT project should start with an internal assessment of needs and objectives. That is, where are you now and where do you want to be once the project is complete? What level of relationship do you ultimately want with a reseller? The resulting assessment will ideally provide an SME with a roadmap that highlights current capabilities and outlines the desired capabilities once a project is complete.

Once an SME understands its objectives, it can work to identify the products, installation, support (training), and ongoing service required to implement the project successfully and match those needs to its internal capabilities. For example, a small SME may not have the staff required to perform the extensive wiring needed for a new installation, while a larger SME may already have an IT staff capable of handling routine maintenance once the initial training is complete. It takes time and consideration to complete such an assessment, but that's crucial knowledge that takes much of the guesswork out of VAR selection.

Not By Bread Alone

Virtually all major hardware and software manufacturers link authorized resellers directly from their Web sites. Joseph Marion, president of the Association of Service and Computer Dealers International, notes that manufacturers typically authorize a wide range of resellers that can service almost any geographic area. Starting with an authorized reseller is also a rudimentary indication of the VAR's business strength. After all, manufacturers don't want bad resellers representing their products. Waxman suggests that small SMEs should opt for local VARs wherever possible, allowing both the SME and the VAR to establish and cultivate a beneficial relationship. However, both Waxman and Marion agree that it's the

> **Although every SME will use its own criteria in evaluating potential resellers, it's clear that pricing should not be the only (or most important) factor to consider.**

final IT solution (not the VAR's location) that should drive the selection process. That is, it's better to work with a capable national VAR than a convenient but less capable local VAR. (*Disclaimer: ASCDI's Marion writes a monthly column for* Processor.)

Next, look for more specific business information on each VAR's Web site, such as their core competencies and areas of specialty that complement your project requirements (for example, VoIP implementation or HIPAA compliance). With several appropriate candidates now in mind, it's time to make contact and open the discussions that will eventually lead to detailed quotes. Marion says that good VARs are often eager to supply customer testimonials or contacts that can tell you specifically how the VAR performed for them on similar past projects,

Businesses can turn to the ASCDI for help in finding a reseller and resolving problems with resellers.

so don't be afraid to ask for past customer references that you can follow up on.

Although every SME will use its own criteria in evaluating potential resellers, it's clear that pricing should not be the only (or most important) factor to consider. Waxman notes that SMEs must maintain a much broader view of the task at hand, continuously matching their own needs and objectives to the products and services offered by each VAR. For example, it's easy to compare prices and pick the cheapest VAR. That may be just fine for simple hardware/software purchases, but if the VAR isn't able to provide the training or long-term support essential to your project, any initial cost savings can quickly evaporate.

Problem Solving

Even the most careful consideration does not always guarantee a smooth relationship between an SME and a VAR. Inevitable personnel changes, management shifts, and today's business consolidations can eventually lead to problems. The trick is to recognize potential problems and take precautions that can help to prevent a crisis later on. One key issue is vendor dependence. Marion notes that it's often best for an SME to stick with one reseller (especially for routine or repeating sales) where the SME can leverage their ongoing purchase volumes to negotiate better pricing or additional services. With such regular hardware/software sales, it's a simple matter to compare prices and keep your reseller honest.

The situation becomes much more complicated when considering a VAR's project performance. Marion says that a VAR is only as good as its last successful project, so a wise SME will take the time to evaluate its VAR relationships on a deal-by-deal (or project-by-project) basis. Poor performance, including delayed implementation, inadequate or incomplete training, weak or unresponsive support, and other such factors, may warrant an alternate VAR for future projects. Marion also points to disproportionately large upfront payments to the VAR or being delisted as a manufacturer's authorized reseller as other potential warning signs that a VAR may be in trouble.

Still, when a VAR fails to meet its obligations to you and you cannot achieve satisfaction from the VAR directly, Marion says that sponsoring manufacturers may be able to help. Manufacturers typically want authorized resellers to behave in a way that reflects best on their brand, so check with the manufacturer for any VAR relations or ombudsman services that can help to mediate serious disputes. Dissatisfied SMEs can also turn to the ASCDI for assistance with complaints against resellers. ▣

Tips For Selecting A Reseller

- Establish a clear understanding of needs and objectives before selecting a reseller
- Choose authorized resellers of critical hardware and/or software
- Local resellers are not always best; opt for capability over location
- Check for reseller certifications and areas of expertise that complement project needs
- Follow up on customer references of similar successful projects
- See that a reseller can meet your product, implementation, training, and ongoing service needs
- Let the solution, not the pricing, drive the final reseller selection

SNMP Replacements

Is The Venerable Network Management Protocol On Its Last Legs?

by Sixto Ortiz Jr.

• • •

SINCE 1988, the Simple Network Management Protocol has been the standard of choice for implementing the management of complex networks. In today's fast-paced IT world where today's hot technology is tomorrow's outdated relic, SNMP's longevity is truly amazing.

But, the advent of Web services and the explosion of new network-capable devices may finally be pushing SNMP beyond its capabilities. Now the IRTF (Internet Research Task Force) is working on an open-standards-based replacement for SNMP, and some private companies are also working on proprietary approaches.

A Quick Tour Of SNMP

Cisco's "Internet Technologies Handbook" defines SNMP as a protocol that establishes rules for communications between network devices and enables network administrators to optimize network performance and troubleshoot problems when they occur. SNMP exists at the application layer of the OSI model along with other protocols, such as FTP, HTTP, SMTP, etc.

SNMP's taxonomy as defined in the "Internet Technologies Handbook" starts with managed devices, which are simply hardware devices connected to a network. Therefore items such as routers, servers, computers, and just about anything else that is connected to a network can be managed using SNMP. (By "managed" we mean activities such as network-device monitoring and troubleshooting abnormal situations.)

In the SNMP model, managed objects in network devices are sets of characteristics that define object parameters of interest to network administrators. These objects are grouped within MIBs (Management Information Bases). Think of MIBs as simple databases containing management information about a device. Hardware devices called NMSes (network management stations) run applications that perform required management tasks, including monitoring and control.

As with most protocols, SNMP has defined rules for data formats and communications via read, write, and reporting operations. Right now, the latest version of SNMP is SNMPv3, which addresses security issues, but SNMPv3 is still not as widely adopted as its predecessors, SNMPv1 and SNMPv2.

So What's Wrong With SNMP?

International University Bremen Professor of Computer Science Jürgen Schönwälder, who chairs the IRTF's NMRG (Network Management Research Group), says SNMP is showing its age. In an informational memo (RFC 3535, "Overview of the 2002 IAB Network Management Workshop," May 2003) summarizing the findings of a June 2002 IAB (Internet Architecture Board) workshop on network management, Schönwälder points to various drawbacks with SNMP.

For example, because SNMP is designed as an API between management applications and devices, it cannot function without management applications, writes Schönwälder. Also, SNMP does not scale well when working with large amounts of data, and the protocol lacks standardized writeable MIB objects usable for configuration. Also, adds Schönwälder, it is not easy to perform device configuration tasks using SNMP.

Also discussed at the IAB workshop is the fact that SNMP MIB modules (both read and read-write) are not deployed by equipment manufacturers in a timely manner. Many workshop attendees felt it is too difficult to implement MIB modules in networking equipment. The end result is SNMP is not used for device configuration tasks.

Still, Schönwälder says SNMP does work well for periodic monitoring and, in some cases, for event reporting. Schönwälder thinks SNMP will stay around for quite some time, at least for performing the types of tasks it already does well.

New Approaches To SNMP

Schönwälder says the NMRG is now working to get a sense of how SNMP is used today and how Web Services can be used for network device management in place of SNMP and command-line interfaces. Schönwälder says this is more revolutionary work that is still on a research track and replaces previous efforts by the NMRG to implement evolutionary approaches to improving SNMP.

> ## SNMP does not scale well when working with large amounts of data, and the protocol lacks standardized writeable MIB objects usable for configuration.

In general, researchers are trying to replace proprietary command-line interfaces with programmable document-oriented interfaces because the cost of working with and customizing proprietary command-line interfaces is high, says Schönwälder. This goal, he adds, is driving ongoing efforts by vendors and the IETF to use XML as the basis for a new network management approach.

In an October 2003 paper ("Towards XML Oriented Internet Management") Professors Frank Straub and Torsten Klie at the Technical University in Braunschweig, Germany, also emphasize SNMP's shortcomings for device configuration tasks and the expense and time involved in developing SNMP agents and modules. Straub and Klie point out that XML's document-centric approach is well-suited for the exchange of large chunks of configuration data in document form.

An example of a proprietary XML-based approach is Juniper Networks' JUNOScript, a scripting language that enables client-based applications to exchange XML-document messages with Juniper Network routers running the company's JUNOS OS. Straub and Klie point to research and development efforts at Avaya Labs on an XML-based interface that works with SNMP agents by mapping SMI MIB modules to XML schema definitions.
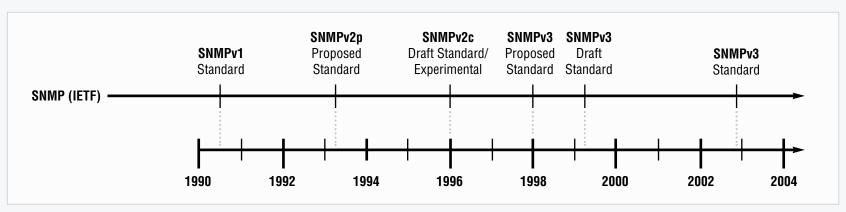
Straub and Klie are themselves developing a gateway for translating between SNMP operations and XML documents.

Other companies that have developed proprietary approaches to asset monitoring, management, and configuration include LANDesk Software's LANDesk Management Suite, UXComm's AutonomIQ, NetQoS Super Agent, and

A Timeline Of Network Management Technologies

This timeline shows the evolution of SNMP. The IETF (Internet Engineering Task Force) has also been involved in the development of various network management approaches, including CIM (Common Information Model), COPS (Common Open Policy Service Protocol), and others.

	SNMPv1 Standard	SNMPv2p Proposed Standard	SNMPv2c Draft Standard/ Experimental	SNMPv3 Proposed Standard	SNMPv3 Draft Standard	SNMPv3 Standard

SNMP (IETF) →

1990   1992   1994   1996   1998   2000   2002   2004

SOURCE: INTERNET MANAGEMENT TECHNOLOGIES PRESENTATION, BY JÜRGEN SCHÖNWÄLDER, PROFESSOR OF COMPUTER SCIENCE, INTERNATIONAL UNIVERSITY BREMEN

BOOK REVIEW

Good News For Visual Learners

This Illustrated Guide To Server 2003 Breaks Down Complex Tasks

by Sandra Kay Miller

• • •

WILEY PUBLISHING has added Windows Server 2003 to its vividly illustrated "Master Visually" instruction series. Unlike most technical how-to books, "Windows Server 2003" is packed with screen shots showing step-by-step instructions for 160 setup and configuration tasks for a Server 2003 system. Don't let the picture-book feel fool you: This book was written for intermediate to advanced system administrators.

Author James Pyles' hands-on experience is evident throughout the book. Concise instructions and images walk the reader through common tasks such as configuring a secure server, creating applications, setting up site links and bridges, managing devices and drivers, and building Internet connections. Corresponding numbered arrows accompany each step.

Structure

More than 450 pages are divided into eight parts. Within the parts are individual chapters drilling down into detailed actions such as creating, setting up, enabling, restricting, configuring, and changing.

Each chapter begins with an "Understanding…" section, which gives a high-level view of the processes covered in the instructional sets that follow. For example, "Managing Storage and Hardware" (Part III) consists of four chapters. In the first chapter of Part III, "Understanding Data Storage and Disk Systems," readers are introduced to the concepts of fault tolerance, file management systems, data compression, encryption, security, and RAID.

Tasks, such as Converting A Basic Disk To A Dynamic Disk On The Command Line and Creating A Spanned Volume, are broken down into two facing pages of numbered instructions with detailed screen shots. This means the reader can easily work through the task without flipping pages.

Additionally, a shaded blue call-out box with questions and tips relevant to instructions accompanies each task. If you read nothing but these blue sections, this book is still worth the price. Ordinary questions commonly associated with a Windows Server 2003 deployment are easily answered without having to wade through columns of black-and-white print.

Pyles understands that many sys admins routinely revert to command-line utilities for maintenance and management of their Windows systems. "Master Visually Windows Server 2003" also includes command-line-based tasks and utilities, such as using ntdsutil to transfer Flexible Single-Master Operations roles and dsquery.exe to locate particular objects in the directory using Active Directory.

SharePoint Basics

Included in the book is a chapter covering SharePoint Services, Microsoft's free integrated collection of collaboration and communication services designed to work inside and outside the network firewall. Pyles walks readers through the prerequisites of installing IISv6 and ASP.net, as well as the installation of the SQL Server Desktop Engine (needed in order to hook into SQL databases without the costs of additional SQL server and client licenses). Only the very basics of SharePoint Services are covered, but it's enough to get readers moving in the right direction.

It may be true that a picture is worth a thousand words. However, the book is somewhat graphically "wordy" with screen shots in all the tables of contents. Throughout the rest of the book, Pyles' use of single screen shots to convey multiple steps is well done, by often including several steps in a single image.

Many of the "Master Visually" books come with CD-ROMs; this one does not.

The illustrations, combined with succinct instructions, break down moderately complicated tasks into easy-to-follow steps. This book deserves a spot on the reference desk of anyone working with Server 2003. **P**

Master Visually Windows Server 2003
Author: James Pyles
Publisher: Wiley Publishing
Price: $24.99
Format: Soft cover, 452 pages

Key Concepts

Step-by-step instructions with detailed screen shots include:

- Setting up a secure server
- Conversion to dynamic disk from basic disk
- Management of devices and associated drivers
- Site links and bridges configuration
- Setting up schema classes and attributes
- Creating Internet connections
- Building applications with SharePoint Services

Our Take

Although the instructions in the book provide easy-to-understand directions, the Master IT call-outs in the blue shaded boxes offer the most value. These sections offer tips and answer commonly asked questions related to each chapter. Based on real-world scenarios, the Master IT sections read more like a discussion board among system administrators than instructional literature.

Spam Over Internet Telephony

Put Security In Place To Counter The Potential Threat

by Will Kelly

• • •

As VoIP matures as a voice communications platform and finds a home in the corporate enterprise, another deluge of unwanted spam is potentially gathering momentum to disrupt communications. SPIT (spam over Internet telephony) is seen by some in data communications as a new spam threat encroaching VoIP telephone systems.

"While there is yet to be a documented case of SPIT, the potential exists for future abuse," says Roger Farnsworth, market manager for secure IP consulting at Cisco Systems. In fact, the potential of SPIT harkens back to the early days of commercially popular email, when not many of us could imagine our inboxes brimming with spam.

Unfortunately, SPIT may even fall between the cracks in the Federal Trade Commission's nationwide Do Not Call List that keeps unsolicited phone calls off our landline telephones. Right now, VoIP telephony is still at the crossroads of data and pure voice communications.

How SPIT Can Ravage The Corporate Enterprise

Even the hardiest email lover/telephone hater has had to pick up a phone when facing lost emails, false positives in email spam filters, and overzealous blacklists that hobble formerly honest and reliable email communications.

Technologically, two VoIP protocols, SIP and H.323, include security flaws and carry advisories from CERT because the protocols allow for the execution of arbitrary code.

Outside of hobbling the usefulness of VoIP telephone communications, SPIT can also unnecessarily tax the VoIP infrastructure. Just imagine what would happen if 20KB of spam emails excised to your Junk email folder became 5MB of voice-mails on the VoIP telephones across your user community.

While it's standard course to delete tens to hundreds of spam messages from an email inbox, SPIT could potentially clog a user's voicemail with hundreds of messages touting the same illicit schemes and offers as their spam-email cousins. In many communication-driven jobs (sales and professional services, for example), hampered phone communications means lost productivity and lost revenue.

Implementing SPIT Countermeasures

Securing your VoIP network follows the same best practices as securing your data network. Farnsworth draws an important parallel for VoIP and data network communications: "Voice is really no different than any other IP-based systems."

If your SME is hosting its own VoIP system, many of the best practices that secure the data network apply to VoIP. Controlling your own VoIP gateway means that you can install mechanisms and rules, such as challenge-response systems, at the gateway level to counter SPIT before it reaches your internal communications network. You should place no less importance on intrusion detection and prevention with your VoIP system as you do with securing your data communications.

While major VoIP carriers such as MCI and AT&T consider SPIT an impending threat, appropriate due diligence about their VoIP security measures is necessary when identifying potential vendors to handle your VoIP communications.

Other Solutions To Counter SPIT

With SPIT still just a potential threat on the radar, it's prudent to stay informed about the latest security offerings while keeping in mind the fear factor that can creep into the marketing messages. Developments in VoIP security are maturing along with the rest of the VoIP market. You can keep your small to medium-sized enterprise ahead of the pack by examining how your current IT security infrastructure and practices can extend to securing your VoIP communications against SPIT.

One of the first notable developments in countering the potential of SPIT includes Borderware's SIPassure, a hardware appliance for countering SIP-based attacks. As a hardware solution, SIPassure acts as a firewall for controlling VoIP traffic entering a corporate network. Another development is from Qovia, a provider of VoIP management tools that is currently pursuing a patent for a method to identify and block VoIP messages and identify security issues such as SPIT. Other developments are certain to dot the headlines as VoIP gains momentum in the commercial and residential markets.

Keep The Lines Of Communications Open

A counter-SPIT solution takes the same analysis and planning that went into protecting your data network. The good news is that SPIT is only on the horizon and should not be a threat to SMEs already possessing a mature data network. However, SPIT is a security issue that requires attention in your organization's IT security plan. ▣

Security Due Diligence & Your VoIP Services Provider

Due diligence about security should weigh heavily when looking to outsource your VoIP communications. Consider the following when researching VoIP service providers:

• Security and administrative access

• Security and host logging

• Operating system-level security measures

• Security measures guarding their VoIP backbone and other transport infrastructure

• Intrusion detection and prevention for call management

Cisco Resources About VoIP Security

Cisco is known to be a leader in the VoIP field. Visit www.cisco.com/go/ipcsecurity to find information about VoIP planning, security, and best practices.

Resources on this site include:

• A Business Benefits section with links to content directed toward executive decision makers about VoIP security

• A White Papers section with links to Cisco white papers about VoIP security

• A Design Guides section offering best practices and a VoIP security policy and planning guide

• A Presentations section with a link to a presentation about Cisco IP solutions security

• A System Test Reports section with a study regarding the testing of Cisco VoIP security

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SNMP Replacements

Packeteer's suite of application traffic management products.

Of course, all of the major hardware vendors include management functionality into their devices. Cisco Systems, for example, provides a whole suite of network management products, including the CiscoView Web-based device management application, which provides status, monitoring, and configuration information for Cisco networking hardware, such as routers and switches.

But, here is a caveat: It's important to pay close attention to what proprietary applications can and can't do. For example, Packeteer's applications are designed to help network administrators optimize application traffic in their network infrastructures and don't necessarily give administrators any information about the status of hardware network devices.

Is SNMP'S Swan Song Drawing Near?

SNMP enjoyed a great run, but new approaches may soon be ready to take their turn in the spotlight. This is testimony to the ongoing explosion of network connectivity and the need to exchange more complex information between monitoring agents and devices. Because just about every hardware device manufactured today comes with some level of "network savvy," network administrators will require increasingly sophisticated network management toolkits to help them manage the every increasing complexity of today's networks. ▣

Open vs. Proprietary vs. Research: A Bird's Eye View Of Network Management Technology

Network management standards run the gamut from open-standard approaches, such as SNMP and CIM, to proprietary approaches such as Juniper Networks' JUNOScript. Developers are now working on various new approaches that are still under research, including active and programmable networks.

Open Standards	Proprietary	Research
GDMP/CMIP	TL1	Active Networks
XML/HTTP	CLI	Programmable Networks
CIM/WBEM	JUNOScript	Mobile Agents
DEN/CIM/LDAP	Unicenter	
SPPI/COPS	Tivoli	
TMN/IDL/IIOP		
SMI/SNMP		

Source: Internet Management Technologies presentation, by Jürgen Schönwälder, Professor of Computer Science, International University Bremen

What's Happening

Hiding In Plain Sight

A Renewed Push For Encryption Makes Data Unreadable, Even When It's Stolen

by Stephen J. Bigelow

• • •

THERE IS LITTLE DOUBT that information has become a valuable commodity in today's business world. Whether it's two doctors sharing a patient's MRI results to compare diagnosis, banks transferring millions in currency, merchants handling countless credit card transactions, or even a local business compiling customer demographics, data is clearly the coin of the realm. However, private data is routinely exchanged over public networks and is easily transported on laptops and other portable storage devices. When that valuable data is stolen or intercepted, sensitive (sometimes even critical) information can wind up in the wrong hands.

Envelopes For Postcards

For the uninitiated, encryption basically uses mathematical processes to encode your data. The data's location is not so important. It may reside on your hard drive, server, or storage network or be in transit across a LAN or WAN. By selecting a unique code, the encryption process produces a unique result, and only another computer with a compatible mathematical process (encryption software) and an identical code (or "key") can untangle the encrypted data. Jon Callas, CTO/CSO and cofounder of PGP Corp., offers another analogy: "The old saw is that an email is like a postcard, not a letter. Encryption is the envelope in such a system."

"There are more and more cases of data being lost or stolen that could have been prevented by encrypting the data," says Callas. "Moreover, laws and expectations are making it so that unencrypted data can cause liabilities to the people whose data is lost. They also require the responsible company to make the losses public." Because encrypted data is unreadable until it's been properly unencrypted, it's safe even if the data is stolen. Thus encryption is emerging as an excellent secondary line of defense against such threats as theft, hacking, and eavesdropping.

When it comes down to message encryption standards, Callas notes that S/MIME and OpenPGP are the two principal products available, and they interoperate with such popular email protocols as POP3, IMAP, SMTP, and MAPI. "The major issue is that you have to do both S/MIME and Open-PGP." He explains, "S/MIME has the advantage that the software ships for free with most computers and mail systems. However, while the software is free, you have to pay for the certificates or create a PKI. OpenPGP is more scalable but doesn't ship on base systems; it's an add-on." As a consequence, vendors must support both S/MIME and OpenPGP for message encryption. "PGP Corp. has done both OpenPGP and S/MIME for a while now. Entrust recently announced that they are starting to develop an OpenPGP system."

1,000 Years

There is a lot of rumor and misinformation surrounding encryption, often fostered by modern Hollywood portrayals of arch-villains and government conspiracies. So any discussion of encryption has to involve a mention of security. "Despite what you might think from reading Dan Brown, modern encryption is unbreakable by an eavesdropper—even governmental ones. The new AES was even constructed to have contingencies for science-fictional technology like quantum computers," explains Callas.

Although it is theoretically possible to break an encryption key, the processing power and time required to accomplish such an endeavor would be impractical. "Imagine that you have a computer that is the size of a grain of sand and that that computer can try a key in the amount of time light takes to cross it. Now cover the earth with these sand-sized computers to the height of 1 meter. If you try to break a 128-bit key with this computer, it will take you, on average, 1,000 years," says Callas. Given this scenario, 128-bit keys are completely safe. "If somehow we get quantum computers, then a 256-bit key will have the same strength as the 128-bit keys. We think that quantum computers will halve the effective bit size."

And what about eavesdropping and back doors into modern encryption? Callas says that there are no back doors. And while government eavesdropping is a common practice, encrypted data is simply impractical to break. "It is presumed that the U.S. government and other governments eavesdrop on all manner of traffic. The French and Japanese admit they do, and while the United States denies it, there is a lot of evidence that they do. However, they can't crack the crypto." Contrary to common belief, encryption is receiving a new wave of attention and acceptance by industries of all sizes. "Ironically, what is happening now is that government regulations are starting to encourage or require encryption. A worldwide collection of compliance laws, such as HIPAA, Basel II, Sarbanes-Oxley, California SB1386, and others, are requiring companies to take care of data, and that means encryption. With other privacy issues coming to light like the Choicepoint disaster, there will probably be more of a legal push for people to encrypt data."

Making The Leap

The biggest roadblock to encryption adoption, says Callas, is simply the decision to implement it. "The stuff that is out there now, like my PGP Universal system, is making it so that interoperable encryption is affordable and takes no effort. All that is left is people deciding it is important, which is also starting to happen."

New encryption standards aren't really a gating issue. Callas says, "What you're going to see is more unification of existing standards. The problem hasn't been the standards; the problem has been getting people to use them. It is as if we built a whole highway system and didn't pay enough attention to making cars affordable and easy to drive. We have no need to tear up those roads—that's not the problem— and new standards [to compete with existing standards] will just slow progress down." Still, he notes that specialized efforts are on the horizon. "Now, there will be new algorithms, particularly in the field of hash functions and how they relate to digital signatures. That is a very exciting area of development."

> ## "The biggest roadblock to encryption adoption is simply the decision to implement it."
>
> *- Jon Callas, PGP Corp.*

What's Next

Storage: Small & Flexible

ANY IT MANAGER WILL POINT OUT the critical importance of data storage. Company information has to be stored reliably and made available quickly. As the demands for storage capacity continue to escalate, more storage must be packed into less space, while still remaining affordable. Such companies as HP are moving to meet all of these objectives, shrinking drive sizes and introducing improved networked storage capabilities into their server products.

Common 3.5-inch drives will soon be replaced with a new generation of 2.5-inch drives starting next month. The smaller form factor will allow many more drives to be housed in the same server space. New drives will also be available with either SATA or SAS interfaces. Because SAS controllers can operate both SAS and SATA drives, IT staff can mix drives on the same storage system, allowing SATA drives for noncritical storage and more expensive SAS drives for mission-critical storage tasks. New network cards will also support TCP/IP networks while simultaneously carrying data storage traffic for iSCSI-based SANs. These will allow multiple servers to easily share the same storage system without having to rely on separate and expensive SAN technologies such as Fibre Channel.

Software Is Key To The Grid

GRID COMPUTING IS QUICKLY emerging as a practical and appealing alternative for companies that demand top performance to handle tough computing workloads. In the traditional computing paradigm, one computer (such as a workstation or server) runs an application and processes a result, which can then be stored or shared across a network. However, by sharing the processing workload, a grid can bring more processing power to bear on a particular task, accomplishing difficult tasks in far less time than traditional means.

Still, grids are not yet ubiquitous. Software is a crucial element, and applications must be "grid aware" in order to exchange data and focus the efforts of multiple computers. Existing applications must be rewritten, and new applications must be designed to optimize their performance on grids. Companies such as IBM are pushing forward in the software area, aggressively recruiting software development firms to develop grid-aware products. IBM expects to work with up to 50 independent software vendors in 2005 (up from about 30 in 2004); the number will almost certainly grow over the next several years as other software developers leverage emerging grid standards (such as WS Resource Framework, WS Notification, and WS Addressing) to develop a new generation of grid software products.

Yonah To Save Power

POWER CONSUMPTION AND corresponding heat dissipation are important issues for today's processors. This is particularly true in servers where two, four, eight, or more processors must operate together within a relatively tight enclosure. With chipmakers looking to introduce dual-core processor designs, power and heating issues become even more vital because each processor package will offer two complete processor cores. Even though initial dual-core processor products will run at lower speeds than current single-core counterparts, inevitable speed improvements and integration into mobile systems (such as laptops) will likely drive the demand for power management.

Intel is taking steps to manage dual-core power consumption by introducing Dynamic Power Coordination in its upcoming Yonah mobile processor slated for release in late 2005 or early 2006. Simply put, DPC evaluates the processing workload and then slows down one of the cores to conserve power. When workload demands increase, the idling core steps back up to assume its full share of the work. For Intel, the ultimate goal is to run a mobile dual-core system for up to eight hours on a single battery charge.

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IT Services
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Network Allies can provide large or small-scale Windows® deployments and migrations, Active Directory® design and implementation, Microsoft Server technologies deployment and tuning as well as custom application development.
Our IT Technology Services include but are not limited to…
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Messaging Protection
Virtual Booth 4056 • Virtual Product 2005

Singlefin Protects Your Enterprise in Minutes without Hardware or Software
Email Filter- Protecting 9+ M users incl. NetZero and Juno
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WEB: www.singlefin.com

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Fax: (760) 230-1604
EMAIL: sales@singlefin.com

Media Converters
Virtual Booth 3821 • Virtual Product 1617

Matching cable types is simple and affordable with Pure Networking Media Converters
- Economical devices that enable you to connect different types of media without adding to your repeater count
- Completely transparent to the network
- Compact size - use on the desktop or wallmount them
- FREE 24/7 hotline technical support

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EMAIL: info@blackbox.com

Media Converter
Virtual Booth 3795 • Virtual Product 1563

**Media Converter ME51 Series
10/100BaseT(X) to 100BaseFX Fiber Converter**
Moxa Media Converter is a standalone physical layer device that converts between 10/100Base-T(X) and 100Base-FX segments of the same network. Supports Link Fault Pass Through. Fiber connection's half/full duplex mode is DIP Switch selectable.

MOXA

3001 Enterprise Street, #210   Brea, CA 92821
Phone: (714) 528-6777   Fax: (714) 528-6778
WEB: www.MoxaUSA.com   EMAIL: info@MoxaUSA.com

Selectable Media Converter
Virtual Booth 4116 • Virtual Product 2089

"Double Duty" 10/100TX-100FX Media Converter
- Choose 10/100 auto-sensing, 10base or 100base fixed
- LED Status for remote TP Port Monitoring
- Loop Back Test Function of Installation Diagnostics
- Far End Fault Function
- Multimode or Singlemode Fiber
- Rack-mount or Standalone Options

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Your Copper-to-Fiber Connection

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10/100BaseT Tap
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The World's First and Only "Zero Delay" 10/100 Tap
- "Zero Delay" technology ensures zero packets dropped if power is lost to the Tap
- Passive monitoring access port enables 100% visibility without data stream interference
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Fiber Management Systems
Virtual Booth 3827 • Virtual Product 1622

Fiber Management Systems, Components and Services
- Assessment and design services
- Installation and testing services
- Trunk cables
- Jumper cables and patch panels
- Subfloor conveyance tray systems
Contact us for pricing information

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Springboro, OH 45066-0848
Phone: (800) 953-4773
Fax: (937) 704-0101
WEB: www.opticatech.com
EMAIL: sales@opticatech.com

Fiber Routing System
Virtual Booth 3928 • Virtual Product 1812

- FiberRunner Routing System
- Fastest Installations - QuikLock couplers and brackets reduce system installation time dramatically
- Easy to Maintain - provide access to cable without removing any covers or compromising cable security
- Strong and Versatile - available in 12x4, 6x4, 4x4 and 2x2 sizes; compliant with Telcordia GR-63-CORE NEBS

PANDUIT®

17301 Ridgeland Avenue
Tinley Park, IL 60477
Phone: (800) 777-3300
Fax: (708)-532-1811
WEB: www.panduit.com/fr09
EMAIL: cs@panduit.com

Fiber Distribution Systems
Virtual Booth 4054 • Virtual Product 1999

APA Cables & Networks' (APACN) F23 Fiber Distribution System (FDS) is engineered for broadband and enterprise connectivity applications. The FDS consists of termination and splice panels, frames and accessories. The FDS is designed to reduce risk of post installation damage, lower maintenance cost and enhance system life. The F23 144 port fiber panel offers the highest port density in the smallest footprint available.

APA Cables & Networks Inc.
a personalized approach

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Phone: (763) 476-6866   Fax: (763) 475-8457
WEB: www.apacn.com   EMAIL: sales@apacn.com

Vertical Cable Management
Virtual Booth 3928 • Virtual Product 1811

- Designed to manage high-density network cabling while minimizing floor space requirements
- Eliminates the need for horizontal cable managers when used with *PANDUIT* angled patch panels
- Cable management fingers with integral bend radius control align with rack spaces to support cables as they transition into the vertical pathway

PatchRunner Cable Management

PANDUIT®

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EMAIL: cs@panduit.com

Horizontal Cable Mgmt.
Virtual Booth 4175 • Virtual Product 2179

19" Rackmount Horizontal Cable Management

These products work great for relay racks, network racks, server racks and other 19" rackmount storage units.
See our wide range of cable management options.
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ISC Information Support Concepts, Inc

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WEB: www.iscdfw.com   EMAIL: Sales@iscdfw.com

Cable Management System
Virtual Booth 4118 • Virtual Product 2091

Fiber Optic
Cable Management System
Assures Bend Radius
Conformance
Fast-Drop® Fiber Optic
Bend Radius Control
Modules

"Perfect 90 Degree Radius" sufficient to provide correct minimum bend for fiber optic cables ensuring consistent data transmission

DTi device technologies, inc.

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Phone: (508) 229-2000   Fax: (508) 229-2622
WEB: www.devicetec.com   EMAIL: dti@devicetec.com

Managed Patch Panels
Virtual Booth 3928 • Virtual Product 1813

The PanView system, through its innovative use of scanners, enabled patch panels, reliable patch cords and software, provides real-time monitoring of physical layer connectivity. This system provides networks with greater reliability, improved security, better efficiency and greater savings.

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EMAIL: cs@panduit.com

UPS Environment Sensor
Virtual Booth 3804 • Virtual Product 1645

- Remotely monitors temperature & humidity
- Remote supervision via browser or SNMP-based NMS
- 2 contacts for door open, genset start up or other user-defined parameters
- Alarm thresholds set through SNMP/Web interface; notify email/SMS/pager
- Compatible w/any Ethernet/SNMP-enabled MGE UPS

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1660 Scenic Avenue
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WEB: www.mgeups.com/us
EMAIL: sales@mgeups.com

Bluetooth® Serial Adapter
Virtual Booth 4003 • Virtual Product 1949

$275

Wavespeed™/S Bluetooth serial adapters offer a standalone solution for wireless RS-232 serial cable replacement. Two radio versions available for distances up to 10 meters or 100 meters. Instantly increase user mobility in mission-critical applications such as mobile computing, medical and retail/POS.

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Serial Device Access Server
Virtual Booth 4152 • Virtual Product 2127

Starting at
$799
List Price

• 10/100Mbps LAN connectivity
• Power Options: AC or 802.3af Power over Ethernet (PoE Injector included)
• Connect to RS232, RS422, and RS423 serial devices via TCP/IP and LAT
• Wide array of authentication features, multiple telnet sessions, and multi-protocol support

DigitalNetworks

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WEB: www.digitalnetworks.net
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EMAIL: sales@digitalnetworks.net

MDU Access Concentrator
Virtual Booth 3936 • Virtual Product 1824

• Supports 8/24-Port ADSL II+ Multi-service line cards with built in splitters & 8-port DMT VDSL 4 band line cards with built-in splitters
• Supports 14-port 10/100Mbps Fast Ethernet line cards
• Supports 4-pair fiber optic media converters line cards
• Full system management line cards
• Optional redundant power supply

VERSA Technology, Inc.

4711 Chino Avenue
Chino, CA 91710
Phone: (909) 591-8891
Fax: (909) 591-6962
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EMAIL: sales@versatek.com

VDSL Secure Routing Switch
Virtual Booth 4163 • Virtual Product 2148

$999.99
per unit

• LRE Technology enables 10Mbps data transfer over 1.2km
• VLAN and Flow Control
• Established network utilizing existing phone lines (RJ-11)
• Ability to configure the Switch remotely through Telnet
• Simple Network Management Protocol (SnMP) feature
• Rack Mountable
• $65.00 per each CPE modem

GigaFast

17531 Railroad Street, Suite C
Rowland Heights, CA 91748
Phone: (626) 964-2960, Ext. 226
Fax: (626) 964-2690
WEB: www.gigafast.com
EMAIL: jacob.holker@gigafast.com

DMZ Management
Virtual Booth 3969 • Virtual Product 1885

Manage DMZ Devices with a Secure Solution

ZoneRanger is Tavve's new appliance for securely managing devices in your network DMZ.
ZoneRanger is a unique and unparalleled solution for managing difficult to reach areas of your network such as DMZs and TZs, extranets, or overlapping IP subnet ranges. Integrating with your network management station, **ZoneRanger** leverages your existing software tools to monitor your devices and applications in the DMZ, proxy SNMP requests, and handle UDP traffic: SNMP traps, syslog events, NetFlow/IPFIX data and SFlow data. All this information is securely passed through a single firewall port via a 128-bit encrypted TCP connection. **ZoneRanger** is a viable, cost-effective, and secure solution to meet your DMZ management needs.

Tavve

One Copley Parkway, Suite 480
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Phone: (888) 950-2131
Fax: (919) 380-7147
WEB: www.tavve.com
EMAIL: sales@tavve.com

Network Management
Virtual Booth 4067 • Virtual Product 2025

AIremote delivers intelligence and control from your remote network. It provides a flexible, scalable means of managing and monitoring your remote locations. This temperature-hardened device gives you diverse I/O to connect to virtually any device, on-board scripting environment for data adaptation, integrated networking capabilities and secure, flexible WAN connectivity.

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EMAIL: sales@aiinet.com

Security Solution
Virtual Booth 4102 • Virtual Product 2072

The **Mazu Enforcer** is designed to detect, characterize, and mitigate traffic-based network attacks with speed and precision. The Mazu Enforcer is a perimeter appliance that watches for network congestion that is caused by traffic-based threats, such as denial-of-service attacks. When the Mazu Enforcer detects an attack, it uses advanced heuristics to quickly identify the individual packets that are causing the problem. It can then filter out the attack traffic while minimizing the impact on legitimate traffic. The Enforcer also can dynamically adapt its filtering behavior as an attack progresses.

Special Features
- Regain and retain control during attacks
- Maintain full availability of network resources
- Customize and configure the deployment to meet the specific requirements of their environments

Mazu NETWORKS

125 CambridgePark Drive, 4th Fl.
Cambridge, MA 02140
Phone: (617) 354-9292
Fax: (617) 354-9272
WEB: www.mazunetworks.com
EMAIL: sales@mazunetworks.com

Intrusion Prevention System
Virtual Booth 3716 • Virtual Product 1353

Starting From
$6,500

Interceptor - Stops Network Attacks in Real Time
- Internal & External Protection from DoS, DDoS, Worms, Viruses, Syn Floods, Trojans, Scans and Access Control
- Listed by Gartner as "Pure Play" in IPS
- 6 Different Intrusion Detection Models
- Integrated antivirus (Optional)
- Config available supporting ADSL to Gigabit environment

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Phone: (888) 872-7555
Fax: (770) 408-2035
WEB: www.reflexsecurity.com
EMAIL: info@reflexsecurity.com

Intrusion Prevention System
Virtual Booth 3637 • Virtual Product 1189

Intrusion SecureNet Intrusion Prevention & Detection
- Available for 10, 100, 250 and 1,000 Mbps networks
- Software Sensor turns leading servers into IDS/IPS
- Tweak, Tune and Create Pattern-Matching and Protocol-Decode Signatures
- Standalone Productivity for Smaller Network Deployments
- Low TCO with remotely manageable Sensors

INTRUSION

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Richardson, TX 75081
Phone: (972) 234-6400
Fax: (888) 637-7770
WEB: www.intrusion.com
EMAIL: sales@intrusion.com

Network Security System
Virtual Booth 3849 • Virtual Product 1648

MARS is a security management console combining network intelligence with security information to enable unrivaled speed & accuracy of incident identification & analysis
- Detect and mitigate attacks
- Capacity of more than 1,000,000,000 events/day
- Real-time reporting and forensics
- Scalable centralized security logging

PROTEGO NETWORKS

1064 Yosemite Dr.
Milpitas, CA 95035
Phone: (408) 262-5220
Fax: (408) 262-5280
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EMAIL: sales@protegonetworks.com

Network Security Appliance
Virtual Booth 4134 • Virtual Product 2108

Stop Zero-Day Threats
Counter*ACT* enterprise network security appliance is so accurate in detecting and stopping hackers and self-propagating threats that 100% of ForeScout's customers turn on automatic blocking. Its unique, patented detect and protect methodology automatically defends your network without using signatures or anomaly detection.
Accurate • Automatic • Actionable

ForeScout

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Phone: (408) 213-3191
Fax: (408) 213-2283
WEB: www.forescout.com
EMAIL: sales@forescout.com

Intrusion Prevention
Virtual Booth 3872 • Virtual Product 1709

Sentivist IPS Blocks Known & Unkown Malicious Attacks!
Powerful features stop network & application-level attacks, such as distributed DoS, back doors, hybrid threats such as MS Blaster, SQL Slammer, Nimda, Code Red & SQL injection, command tampering & polymorphic buffer overflows.
Trusted............Powerful............Easy to USE

(nfr)(security)

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WEB: www.nfr.com   EMAIL: info@nfrsecurity.com

Intrusion Prevention System
Virtual Booth 4228 • Virtual Product 2334

Checkmate
- Real-time behavioral assessment of intent
- Capability to detect unique or new forms of attack
- Automated tracking and blocking
- Automated profile development to aid forensic analysis
- User-friendly graphical user interface
- Cross-platform interoperability

psynapse TECHNOLOGIES

1025 Thomas Jefferson St. NW Suite 300E   Washington, DC 20007
Phone: (800) 668-7917   Fax: (202) 298-2689
WEB: www.psynapsetech.com   EMAIL: info@psynapsetech.com

Incident Response Appliance
Virtual Booth 4231 • Virtual Product 2338

GuardedNet's nS appliance family brings all the benefits of an appliance together with the feature richness of an enterprise-class SIM platform. The nS series can consolidate, correlate and analyze the logs of more than 100 devices, including network security products, hosts and applications, while providing full lifecycle incident management, as well as proactive policy monitoring and enforcement.

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Site Performance Monitoring
Virtual Booth 4232 • Virtual Product 2339

Xfire is 'Instant Replay' for your website. Xfire captures, stores and plays back the entire session for every real user, providing monitoring and alerts on content and statistics for known problems and robust search functionality for newly discovered problems. See the behavior of your users and the response of your applications in real time with Xfire.

xaffire
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Antivirus Firewall
Virtual Booth 3709 • Virtual Product 1311

The FortiGate-300A Antivirus Firewall provides performance, flexibility, and security necessary to protect today's growing small and medium sized enterprise networks. The FortiGate-300A platform features two 10/100/1000 tri-speed Ethernet ports for networks running up to gigabit speeds.

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Managed Security Server
Virtual Booth 3770 • Virtual Product 1536

Ribcage© Managed Security Server
The Ribcage© Managed Security System (MSS) Server provides Firewall, Secure Virtual Provate Network (VPN), intrusion detection, and "on demand" system scanning. Combined with our 24 x 7 monitoring service, managed by our staff of cyber-Securtiy experts, you can increase your security while lowering your operational costs.

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Fax: (570) 422-7940
WEB: backbonesecurity.com
EMAIL: info@backbonesecurity.com

3Gbps Application Security
Virtual Booth 3874 • Virtual Product 1710

DefensePro

Radware DefensePro secures all networked applications and users against viruses, malicious intrusions and denial of service at 3Gbps for immediate protection against attacks.

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Disk Controller Module
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- 8 independent 2Gbps (200 Mbps) fibre channels
- 2 high-speed microprocessors
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- Read-ahead, write-through, write-back caching configurable for each LUN, Cache Parameters configurable by LUN
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EMAIL: dennis@caeneng.com

2Gbps Fibre Channel Switch
Virtual Booth 3780 • Virtual Product 1541

Brocade SilkWorm 3900 Enterprise Fabric Switch

- Modular, 32-port configuration
- 2 Gbps
- Auto sensing switch
- Scalability, manageability and high availability at an affordable price

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Expandable FC Switch
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Sphereon™ 4500 Fabric Switch
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FC Stackable Switch
Virtual Booth 4049 • Virtual Product 1991

SANbox® 5200 Fibre Channel Stackable Switch
Get the scalability and performance of a chassis switch in an easy-to-manage, pay-as-you-grow solution. Sixteen 2Gb ports plus a four-pack of high-speed 10Gb ISL ports. Start with as few as 8 ports activated, then expand in 4-port software-keyed increments. Built-in config wizards, high interoperability and I/O StreamGuard for RSCN suppression help you build fabrics quickly and cost-effectively.

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EMAIL: sales@qlogic.com

Embedded Storage Switch
Virtual Booth 4142 • Virtual Product 2116

InSpeed™ SOC 422 Embedded Storage Switch
- 22-ports, 4, 2 or 1 Gb/s per port speeds
- Integrated Fibre Channel Controller
- Automatic Trunking
- Fairness & Prioritization eliminates "drive starvation"
- Advanced diagnostics, performance and monitoring
- Compatible with InSpeed Embedded Storage Switches

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Phone: (714) 662-5600
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EMAIL: info@emulex.com

InfiniBand Database Kit
Virtual Booth 3707 • Virtual Product 1299

Voltaire InfiniBand Database Kit enables IT managers to move their IBM DB2 or Oracle database applications from expensive high-end servers to low-cost commodity server clusters while maintaining superior application performance
- Voltaire ISR 6000 InfiniBand Switch Router
- Software
- 4X InfiniBand adapters & cables

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Billerica, MA 01821
Phone: (800) 865-8247
Fax: (978) 439-5401
WEB: www.voltaire.com
EMAIL: info@voltaire.com

InfiniBand Switch Router
Virtual Booth 3707 • Virtual Product 1298

The **Voltaire ISR 9024** is a high-performance, low-latency, fully non-blocking InfiniBand switch that is ideal for high-performance computing clusters & distributed databases.
- 1U form factor with 24 4X (10Gbps) InfiniBand ports
- Available bandwidth of 480Gbps
- High availability design
- Reduces TCO for clusters

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Billerica, MA 01821
Phone: (800) 865-8247
Fax: (978) 439-5401
WEB: www.voltaire.com
EMAIL: info@voltaire.com

InfiniBand Switch System
Virtual Booth 3735 • Virtual Product 1651

MTS2400 - 24-Port Modular InfiniBand Switch System
Industry-leading InfiniBand Switch systems are based on Mellanox InfiniScale & InfiniScale III switch silicon & offers support for both 10 & 30 Gbps ports in flexible configurations. Offers significant price performance advantages over Ethernet switches as well as other more expensive proprietary networks.

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Fax: (408) 970-3403
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EMAIL: info@mellanox.com

Infiniband Switch
Virtual Booth 3848 • Virtual Product 1641

Topspin 270
Provides the industry's only InfiniBand switch designed to maximize reliability, availability, and serviceability. With fully redundant, hot-pluggable components and hitless failover, the Topspin 270 provides a director-class 96-port 4x or 32-port 12X switch for building scalable, highly available clusters.

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WEB: www.topspin.com
Mountain View, CA 94043
Fax: (650) 316-3272
EMAIL: info@topspin.com

Switched Computing
Virtual Booth 3848 • Virtual Product 1642

Topspin 360, the industry's first Switched Computing System, provides unprecedented levels of availability, scalability, and manageability for deploying server clusters and on-demand computing. Switch modules provide multiple terabits of internal bandwidth, and up to 12 expansion modules for Fibre Channel and Ethernet in a single enclosure, providing "pay-as-you grow" scalability.

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Mountain View, CA 94043
Fax: (650) 316-3272
EMAIL: info@topspin.com

FC-to-SCSI Bridge
Virtual Booth 3814 • Virtual Product 1659

Starting at
$1,995

The ATTO FibreBridge™ line of 1- and 2-Gigabit Fibre Channel-to-SCSI Bridges allows you to attach existing SCSI storage devices to a Fibre Channel SAN. With four easily integrated form factors, customers can match a product to their price/performance needs, leverage current IT investments, simplify storage management and save money.

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Amherst, NY 14068
Phone: (716) 691-1999
Fax: (716) 691-9353
WEB: www.attotech.com
EMAIL: sales@attotech.com

ATTO Technology, Inc.

iSCSI-To-SCSI Bridge
Virtual Booth 3814 • Virtual Product 1663

Starting at
$1,075

ATTO iPBridge™ iSCSI-to-SCSI Bridge products allow users to attach a SCSI tape library SCSI disk array or magneto-optical (MO) storage systems to IP networks. This enables users to leverage their existing Ethernet network and increase storage utilization for a cost-effective networked storage solution. ATTO iPBridge products are available in three versatile form factors for ease of integration.

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Phone: (716) 691-1999
Fax: (716) 691-9353
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ATTO Technology, Inc.

Ultra320/HVD SCSI Cnvtr
Virtual Booth 3859 • Virtual Product 1674

As Low As
$195

- Convert Between All Versions of LVD/MSE/SE/HVD
- Extend LVD/MSE/SE/HVD Bus Length
- Isolate HVD Segments of a SCSI bus
- Standalone and Board-level Versions
- Targets & initiators located on both sides of expander
- Backward-compatible with older versions of SCSI
- Does not consume a SCSI ID

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Fax: (858) 560-8929
WEB: www.paralan.com
EMAIL: scsi@paralan.com

ESCON® to Bus/Tag Converter
Virtual Booth 3827 • Virtual Product 1623

$2,900
MSRP

Optica Technologies 34600 FXBT Converter provides attachment of legacy bus/tag peripherals to an ESCON FX fiber optic channel directly or through an ESCON Director. The converter operates by converting the peripheral's electrical interface signals into light pulses for transmission to the fiber optic channel. Fully IBM 9034 compatible. *ESCON is a registered trademark of IBM Corporation.*

OPTICA Technologies Incorporated

700 Pleasant Valley Drive
Springboro, OH 45066-0848
Phone: (800) 953-4773
Fax: (937) 704-0101
WEB: www.opticatech.com
EMAIL: sales@opticatech.com

SAN VPN Solution
Virtual Booth 4132 • Virtual Product 2106

NeoScale CryptoStor SAN VPN enables companies to securely run real-time storage applications (synchronous mirroring, SAN to SAN inter-connect) between sites in a Metropolitan Area Network. SAN VPN is the first appliance to provide wire-speed Fibre Channel link encryption and compression and order to secure SAN extension applications w/out any change to storage application or devices.

NeoScale systems

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Fax: (408) 473-1301
WEB: www.neoscale.com
EMAIL: sales@neoscale.com

Industrial Ethernet Switch
Virtual Booth 3795 • Virtual Product 1564

EtherDevice™ Switch EDS-508 Series
Industrial 8-Port Managed Redundant Ethernet Switch
- -40 to 75 degrees C Temperature
- Turbo ring with 300 ms fast recovery time
- Tagged VLAN supported for network security
- QoS Prioritization for determinism
- IG MP Snooping for multicast traffic filtering

MOXA

3001 Enterprise Street, #210
Phone: (714) 528-6777
WEB: www.MoxaUSA.com

Brea, CA 92821
Fax: (714) 528-6778
EMAIL: info@MoxaUSA.com

10/100 Sub-Micro Switch
Virtual Booth 4040 • Virtual Product 1980

Reseller & Volume
Discounts Available

- 5 port & 9 port Ethernet 10/100 Switches
- Industrial as well as Commercial Ruggedness
- Product stability suitable for System Integrators & OEMs
- All ports 10/100 auto-sensing
- Self-Configurable MDI/MDIX uplink/downlink (all ports)
- 2 Gbps high-performance memory bandwidth
- Most advanced features and power supply options

BRAVO COMMUNICATIONS, INC.

3463 Meadowlands Lane
Phone: (408) 297-8700
WEB: www.bravobravo.com

San Jose, CA 95135
Fax: (408) 297-8701
EMAIL: sales@bravobravo.com

Enterprise Ethernet Switch
Virtual Booth 1556 • Virtual Product 0032

$999

Building a "next generation" network is easier with the IntraCore IC3624PWR - a 24-port 10/100 Power over Ethernet (PoE) L2+ switch. With advanced features and 802.3af PoE power management, the switch simplifies Voice over IP (VoIP) phones, cameras, and wireless access points.

Asante

2223 Oakland Rd.
San Jose, CA 95131
Phone: (408) 435-8388
Fax: (408) 435-7511
WEB: www.asante.com
EMAIL: sales@asante.com

Secure Ethernet Switch
Virtual Booth 3789 • Virtual Product 1781

IC36240   IC36480
$1749   **$3499**

Contains powerful authentication and CoS capabilities at industry-leading prices
The IntraCore 36000 Series of Layer 2 Gigabit Ethernet switches are designed to provide high-density 10/100/1000BaseT connections at the edge of the network in a space-saving 1 rack-unit form factor. Comes in 24-port (IntraCore 36240) and 48-port (IntraCore 36480) switches.

Asante

2223 Old Oakland Road
San Jose, CA 95131
Phone: (408) 435-8388
Fax: (408) 435-7511
WEB: www.asante.com
EMAIL: sales@asante.com

Gigabit Managed Switch
Virtual Booth 4065 • Virtual Product 2022

$299

HotBrick GigaBrick 2600 Layer 2 Managed Switch
The GigaBrick 2600 is the perfect solution to allow your network to achieve Gigabit speeds. With state-of-the-art technologies such as 2 Gigabit ports, VLAN, QoS, Port Mirroring, Flow Control and Web traffic management, the GigaBrick 2600 is the perfect investment for your future needs.

HotBrick

7243 NW 54th Street
Miami, FL 33166
Toll Free: (866) 468-2742
Fax: (305) 594-4442
WEB: www.hotbrick.com
EMAIL: sales@hotbrick.com

GBIC Modules
Virtual Booth 3683 • Virtual Product 1250

Transition Networks' GBIC transceiver is a plug-in module and it is hot-swappable. It allows for seamless integration of fiber with copper LAN connections wherever GBIC interface slots are available.

- Laser Class 1 Product
- Compliant with 802.3z 1000BaseSX;1000Base LX
- Plug-and-Play module
- Hot-Swappable
- TTL Logic Interface

TRANSITION NETWORKS
The Conversion Technology Experts

6475 City West Parkway
Eden Prairie, MN 55344
Phone: (800) 526-9267
Fax: (952) 941-2322
WEB: www.transition.com
EMAIL: sales@transition.com

Telephony Appliance
Virtual Booth 4038 • Virtual Product 1978

Ideal for medium to large enterprise locations the EdgeMarc 5300 includes 1 x 10/100/1000 Ethernet LAN interface and 1 x 10/100/1000 Ethernet WAN interface. It replaces multiple standalone systems by integrating a VoIP application layer gateway to resolve NAT/Firewall traversal issues, VoIP survivability, network security, call quality monitoring and QoS.

EDGEWATER NETWORKS, INC.

2730 San Tomas Expressway
Phone: (408) 351-7200
WEB: www.edgewaternetworks.com

Santa Clara, CA 95051
Fax: (408) 727-6430
EMAIL:Sales@edgewaternetworks.com

Telephony Appliance
Virtual Booth 4038 • Virtual Product 1977

Ideal for small to medium enterprise locations the 4300T includes a T1 CSU/DSU WAN interface, 4 x 10/100 Mbps LAN interfaces and a crypto co-processor for VPN applications. It replaces multiple systems by integrating IP routing, a VoIP application layer gateway to resolve NAT/Firewall traversal issues, VoIP survivability, network security, call quality monitoring and QoS.

EDGEWATER NETWORKS, INC.

2730 San Tomas Expressway
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EMAIL:sales@edgewaternetworks.com

Voice/Fax Over IP Gateways
Virtual Booth 29 • Virtual Product 1761

Multi-Tech MultiVOIP gateways provide toll-free voice and fax communications over the Internet or Intranet. The MultiVOIP family of analog and digital models ranging from one to 60 ports, connect directly to phones, fax machines, key systems, PSTN lines or a PBX to provide real-time, toll-quality voice connections to any office on a VOIP network. MultiVOIP is designed to help maximize investments in the existing data and voice network infrastructure.

Modem ExExExpress

2800 Vicksburg Lane N
Minneapolis, MN 55447
Phone: (763) 553-2075
Fax: (763) 553-1964
WEB: www.modemexpress.com
EMAIL: sales@modemexpress.com